

# ELECTRICAL MERCHANDISING

FEBRUARY • 1953

McGraw-Hill Publishing Co., Inc.

PRICE SEVENTY-FIVE CENTS





## Now...Color Styling...plus the world-famous Apex Spiral Dasher...gives you the biggest Selling Advantage in the Washer Field

Color styling—the most dramatic new feature in washer sales appeal now makes the Apex Spiral Dasher Washer the leading sales-maker in the industry! Add the famed Spiral Dasher, the agitator with the largest washing area—and you have TWO superior features that close sales faster.

First, you can give visible proof of the top-to-bottom-of-the-tub washing efficiency of

the Spiral Dasher. Point out the broad spiral vanes and washing ridges that gently, thoroughly cleanse every inch of every fabric. And sell the value of the exclusive Apex *Silk Line* for doing handfuls of daintiest garments.

Second, display this beautiful washer where all can see it. Its lustrous, blue-baked enamel lid and skirt, and blue rubber trim and hose will attract the eye...stop traffic...start sales.

Model 1012-P—Timer Washer with Automatic Safety Wringer That gives the ultimate in safety for you and your clothes!



### Here's a **BIG-PROFIT WASHER SPECIAL** for your 1953 Promotions...Top-Quality Apex Spiral Dasher, Model 1024-P

This traffic-stopping washer means more prospects for you! It's an unmatched washer value with an *extra long margin*... features the finest Apex Lovell Safety Wringer, plus the Apex Spiral Dasher, most efficient of all washer agitators. Build your promotion plans around this great value for faster sales—quicker washer profits. Order now!

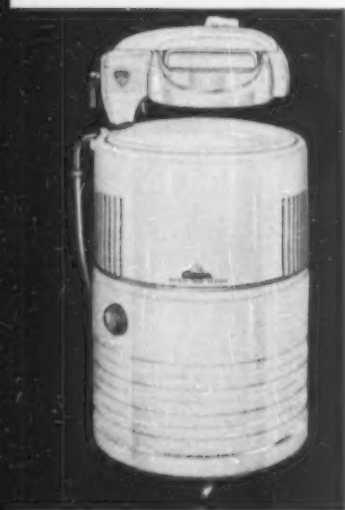
#### TO APEX DEALERS

Look to color styling as a real sales stimulant—especially when it's added to the finest washer of them all—the Apex Spiral Dasher. Note, too, the unusual merchandising opportunity in the Model 1024 washer. Plan now to feature this unusual wringer washer value. Display and demonstrate the full Apex line for a big payoff in extra sales.

*Al Scott*  
Vice President

## APEX HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY • Cleveland 10, Ohio





# Electrical Merchandising

Vol. 85

No. 2



The Cover . . .

Painted by Syd Landi.

## ELECTRICAL MERCHANDISING

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INTERNATIONAL COVERAGE BY



# All the Signals say:



With the  
Great New Line of  
**WESTINGHOUSE**  
Frost-Free REFRIGERATORS  
AND UPRIGHT  
HOME FREEZERS!



With the Great  
New Westinghouse  
Range Unit—  
**FOODS CAN'T BURN—**  
even if the pan  
boils dry!



With America's  
Favorite Laundry Twins—  
**THE WESTINGHOUSE**  
**LAUNDROMAT and**  
**CLOTHES DRYER!**

## YOU CAN BE SURE...IF IT'S Westinghouse



FROST-FREE



DISHWASHER



CLEANER



IRON



ELECTRIC SHEET



ROASTER OVEN



MOBLAIRE



WATER HEATER



# with WESTINGHOUSE

## ... FOR BIGGER SALES IN 1953

It's "green lights" all the way for Westinghouse retailers again this year.

Sensational products plus fresh new promotions assure a steady flow of store traffic from month to month.

Boasting the hottest line in its history, Westinghouse is giving it the gun with two, new TV shows (in addition to STUDIO ONE), a smashing magazine campaign, and hard-hitting key-city newspaper advertising that touch all the local bases. It's promotion with a new

approach, an excitingly *different* kind of sales appeal.

Backing up this tremendous sales push is a supercharge of tie-in material that puts Westinghouse retailers right in the driver's seat.

So press the accelerator—and let's GO with WESTINGHOUSE!!

WESTINGHOUSE ELECTRIC CORPORATION  
Electric Appliance Division • Mansfield, Ohio

With the New  
**High-Style**  
WESTINGHOUSE  
DISHWASHERS!

After more  
Store traffic with  
the Exciting New  
Westinghouse TV Show:  
"FREEDOM RINGS!"

Into 43,000,000  
American Homes  
with the  
WESTINGHOUSE  
NATIONAL MAGAZINE  
PROGRAM!



TOASTER



WASTE-AWAY



RANGE



ELECTRIC GRIDDLE



FOOD CRAFTER



DEHUMIDIFIER



HOME FREEZER



## Meet your new salesmen!

**On the left . . .** that's Mr. Four B. I., a protecting-type guy who guards A. O. Smith *Permaglas* Water Heaters against water heater rust and corrosion with his exclusive and effective four basic improvements.

**On the right . . .** that's Ruthless Rust, enemy of ordinary water heaters, who attacks them and chews holes in them. Only a *Permaglas* with Four B. I. stops him.

**Both of these characters** are salesmen for you, if you feature *Permaglas*. Because they're

selling *Permaglas* dramatically *and definitely* in advertising that reaches 40,000,000 home-owners.

**Take advantage** of these different and dynamic salesmen. Contact your nearest A. O. Smith distributor or mail the coupon . . . now!

**COST NO MORE** than  
ordinary water heaters.

A. O. Smith Corporation  
Permaglas-Heating Division, Dept. EM-253  
Kenosha, Illinois

Please send me your free Booklet "Murder in the Tank" and complete information on the sales advantages of *Permaglas* Automatic Water Heaters.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# A.O. Smith

PERMAGLAS-HEATING PRODUCTS

**SALES:** Atlanta • Chicago 4 • Dallas 2 • Denver 2 • Detroit 21  
Houston 2 • Los Angeles 22 • Midland 5, Texas • Milwaukee 8  
Minneapolis • New York 17 • Philadelphia 3 • Pittsburgh 19  
San Francisco 4 • Seattle 1 • Springfield, Mass. • Tulsa 3  
Washington 6, D. C.

**SERVICE:** Chicago 17 • Dallas 1 • Los Angeles 12 • Union, N. J.  
International Division: Milwaukee 1 • Licensees in Canada: John Inglis Co., Ltd.





# The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

## The East



By ROBERT W. ARMSTRONG

**Optimism rules the roost at January Markets as industry crows about many new products and low inventories . . . Big Christmas volume supports cheerful first quarter outlook**

DESPITE the distracting influence of lovely young ladies who pinned on carnations, passed out giveaways or simply registered names, observers at the January Markets in Chicago could not fail to be conscious of three outstanding things:

1. An air of optimism
2. Many new products
3. An atmosphere of expectancy.

Optimism was general, shared by manufacturers, distributors and retailers alike.

It was engendered primarily by low inventories and a willingness to buy; it also owed something to the many new items which seemed certain to capture consumer interest. Almost every manufacturer seemed to have an air conditioner in his line and these, together with freezers, fans, some of the hot small appliances, Servel's ice-making refrigerator, and Bendix's clothes washer-dryer, caught a major share of the attention. Merchandisers radiated confidence that with any kind of a hot summer air conditioners and fans would far outstrip the phenomenal 1952 record—and actual orders guaranteed a big year for some producers. One of the largest room air conditioner manufacturers was already secure with an almost unbelievable volume of firm, non-cancellable orders in hand.

The same confidence carried over

into freezers. Upright models, some of them highly styled, were everywhere in evidence and their makers assured all comers that this appliance would continue its 1952 progress.

**The Big Change.** Underlying all the optimism and the usual frenetic scurrying that accompanies the Markets was the tension of expectancy, a consciousness of powerful forces at work. At last the industry as a whole seemed to have realized that all levels would eventually be affected by the battle of the full lines. It was hard to overlook. Too many manufacturers had added new devices to their lines; refrigerator makers were showing washers; washer makers were showing refrigerators; TV manufacturers were showing ranges. Already some distributors had dropped one line to retain another with competing products.

The result of all this was a certain uneasiness, manifested in some instances by a belated and hurried mending of fences. There was the usual talk about "separating the men from the boys" and "real selling will be a must this year" and "it's going to be rough after the first quarter", but these were statements made for the effect or from force of habit. Nothing could dim the optimistic attitude with which market goers were facing 1953's first quarter.

**Promises from the Past.** Behind all the cheerful optimism at the Markets was a better-than-average fourth quarter in 1952. Some appliances did well enough to more than counteract a miserable first half and Christmas sales were so heavy in some parts of the East, at least, that dealers found themselves ordering from day to day. Just how good Christmas was is typified by this report from an upper New York retailer: "We enjoyed a very fine Christmas business. Our radio and record player business more than tripled a year ago. Television business showed a slight increase and white goods were on a par with last year, although refrigeration was off a little."

In general, other dealers agreed with him, differing only on the details. In the Boston area, for example, traffic item sales reportedly ran five to 12 percent above the 1952 level and merchants there found a good demand for dryers, mixers and electric blankets.

**Mixed Pattern in Washington.** Radios and small appliances were the big Christmas sellers in Washington as in other parts of the East. Says one dealer there, "Small radios went like

hot cakes and so did phonographs. TV was good, so were toasters, coffee makers, deep fat fryers and mixers." Another dealer says the same thing about radios and phonographs, adds that "Traffic in general were excellent. Inventories are off, but we are waiting for the 1953 lines."

Two other firms have a different story to tell. Like the others, they did a good business in small radios, phonographs and traffic appliances.

"Apart from that," says one, "business was off 25 per cent from last year. However, we are optimistic." Their explanation for the decline is at least unusual. They maintain that when people buy gifts they look for the most expensive looking items for the least money, therefore patronize discount houses. However, when they

buy for themselves they want to be sure of good service and reliability, so they go to a regular dealer. As proof, this dealer says that his major white goods have held up all year long, including the Christmas season.

**Blame for the Discounters.** Discount houses take the rap for a Washington department store's pessimism. Reporting that white goods were off and that TV and electric housewares picked up a little during the Christmas season, this firm says that the pickup was only the result of people taking advantage of their charge accounts and that there will be no real improvement in traffic appliance sales "until something is done about the discount houses."

They should live so long.

## The Midwest



By TOM F. BLACKBURN

**Drive for new accounts spurs credit rise . . . Inventories are generally down, but how do you get the real facts on retail TV stocks? . . . Distributors report that rising costs force them to drop home economists**

THIS is written as the New Year, in tri-cornered pants, is being winged in by the stork, and the temptation is great to look over the past months and see what happened.

Table radio was reported as having held up as a very good business by every dealer called. The automatic washer edged up to parity with conventional washers in numbers sold. Dryers were the year's bonanza, and food freezers got a big boost in public

acclaim. The year 1952 was tops for the room cooler and for fans and the dehumidifier got a better foothold.

It was a pretty steady refrigeration year, too, thanks to the hot weather knocking out so many old boxes. Of course the two door unit was most popular.

Our most typical dealer, who lives in Kalamazoo, Michigan, said he moved 1200 pieces in 1951 and 900 in 1952, which put him about 15 percent behind.

**Drive for New Accounts.** The year saw a drive to put new accounts on the books, bearing out the government report on consumer credit volume rise. Jewelry stores particularly were active in getting electric housewares sales at 50¢ down, 50¢ a week, which seems to be the best way to sell them. Repeatedly the big furniture chains ran advertising offering items at \$1 which must have cost them more than that. The free gift for trying out an item was widely used in 1951, running from a small appliance to a \$2.10 chicken dinner. Idea was that if the customer gets the merchandise in his home, force of habit and inertia will cause him to hold on to it.

There seems to have been a very small inventory carryover into 1953. Usually the newspapers are stuffed with advertising immediately after Christmas by dealers trying to get rid of overloads. Not much this year.

**Is Inventory Really Down?** It is sad but true that everywhere in the retailing picture from the manufacturer down, there is a tendency to conceal inventory facts, as a poker player

(Continued on page 6)

# DOUBLE PROFITS FOR YOU!

1. Now . . . two great "de-frost-it" models make old refrigerators young by adding automatic defrosting
2. You can sell every customer . . . There's a model to suit any outlet location . . . to fit any purpose



**New "de-frost-it 80"**  
Sell it where outlet for refrigerator cord is unobstructed and out of reach of children and animals. Plugs directly into outlet.  
**\$8.95** RETAIL

**"de-frost-it 90"**  
... top seller in the market. Complete with safe refrigerator cord and plug. Sell it wherever outlet is behind refrigerator, or awkward to reach.  
**\$9.95** RETAIL

**These features make "de-frost-it" selling easy!**

- Continuous, powerful national advertising support
- Fresh, seasonal promotional advertising material
- Good Housekeeping guarantee. U. L. Approved.
- Fully guaranteed. Millions of satisfied users
- Full line — to match any purse

Made by the company that specializes in the safe preservation of food. They must be good . . . 96% of the manufacturers making automatic defrosting refrigerators for food stores specify Paragon defrosters as standard equipment.

Ask your distributor about the Paragon line, or write:

**PARAGON ELECTRIC COMPANY**

1638 Twelfth Street • Two Rivers, Wisconsin

World's Largest Exclusive Manufacturer of Time Controls

©1953

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

tends to hide his best hands.

The Television-Electronics Fund, Inc., Chicago, which invests money in television shares, also has trouble finding out what inventories really are until after the shooting is over, it seems. During the summer of 1951 the entire industry held close to two million TV sets. The records show this inventory now has gone way down, from a manufacturer's viewpoint. But whether television inventory is piling up in dealer and distributor hands is something everybody would like to know. Pronouncement that cupboards are bare is too often propaganda.

**Costs Up, Home Ecs Out.** Slipping out of the appliance picture as the months go by is the home economist. One top notch girl, hired to imbue distributors with a desire to use home economists, confesses that not over 12 percent of her company's distributors have them, after years of trying to enthrall them. The trouble, distributors say, is that these lovely girls are squeezed out of the picture by rising sales costs. One distributor answers the \$64 question with a tactful: "It doesn't cost any more to have a home economist than it costs to maintain and support an advertising program," —and implies that his company prefers an advertising program.

Take a grain of salt with those statements that many thousands of electrical appliance dealers have dropped out of the business. They merely take on other lines of a non-electric nature. Plainwell, Michigan, has a little dealer who is doing something that should worry manufacturers. He has major appliances in stock all right—but he keeps them out of sight or covered up. Other stuff sells easier and he makes more money on it. The reason, he says, is too many franchised dealers, too much discount selling. So, he sells only on demand and to customers on whom he can make some money.

The delicate balance of merchandising is illustrated in a tale of two dealers in the same prosperous city. The independent operator reports his volume has risen from \$260,000 in 1951 to just under \$500,000 for 1952. He plans pushing freezers for 1953, has one man specializing, will use the food plan. On television he is getting 29 to 30 percent margin, sells two a day. Radio is stable, and only on cleaners is he weak, his salesmen preferring to peddle something with a higher dollar unit value.

The other outlet is a department store. It's sales have dropped 13 percent for the year. Two of its salesmen died during the year, the store had labor trouble. Its manager is brilliant and is thinking of changing tactics, giving each salesman 10,000 electric meters to follow up on. Ads can be pretested in small sections, the men will get to know their old customers, learn what they need, and get full margin. Sales cost will be high,

but he estimates a change in tactics will turn the trick.

Business should be good, he argues, because we have so many new items. Before 1942 we were selling ranges, refrigerators, washers and radio. Since the war ended we have seen come in the automatic washer, dryers, ironers, freezers, dishwashers, food waste disposers, sewing machines, room coolers, TV, and dehumidifiers.

Summed up, it seems to all depend on the tactics.

## The Great Lakes



By FRANK A. MUTH

Everybody looks for good first quarter, but distributors plan heavy promotional activity, warn that competition will be stiff. White goods will get most attention.

**A**FTER the noise of the New Year's celebrating finally cleared, dealers began to look ahead at 1953. Several definite points seem to be clear from conversations with distributors early in January.

The usual slump in January was not expected and sales are expected to be good through the first quarter. The time of decision seems to be the second and third quarters. Most of the dealers finished 1952 with the low inventory that they desired.

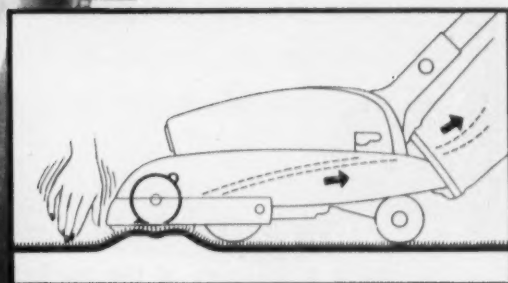
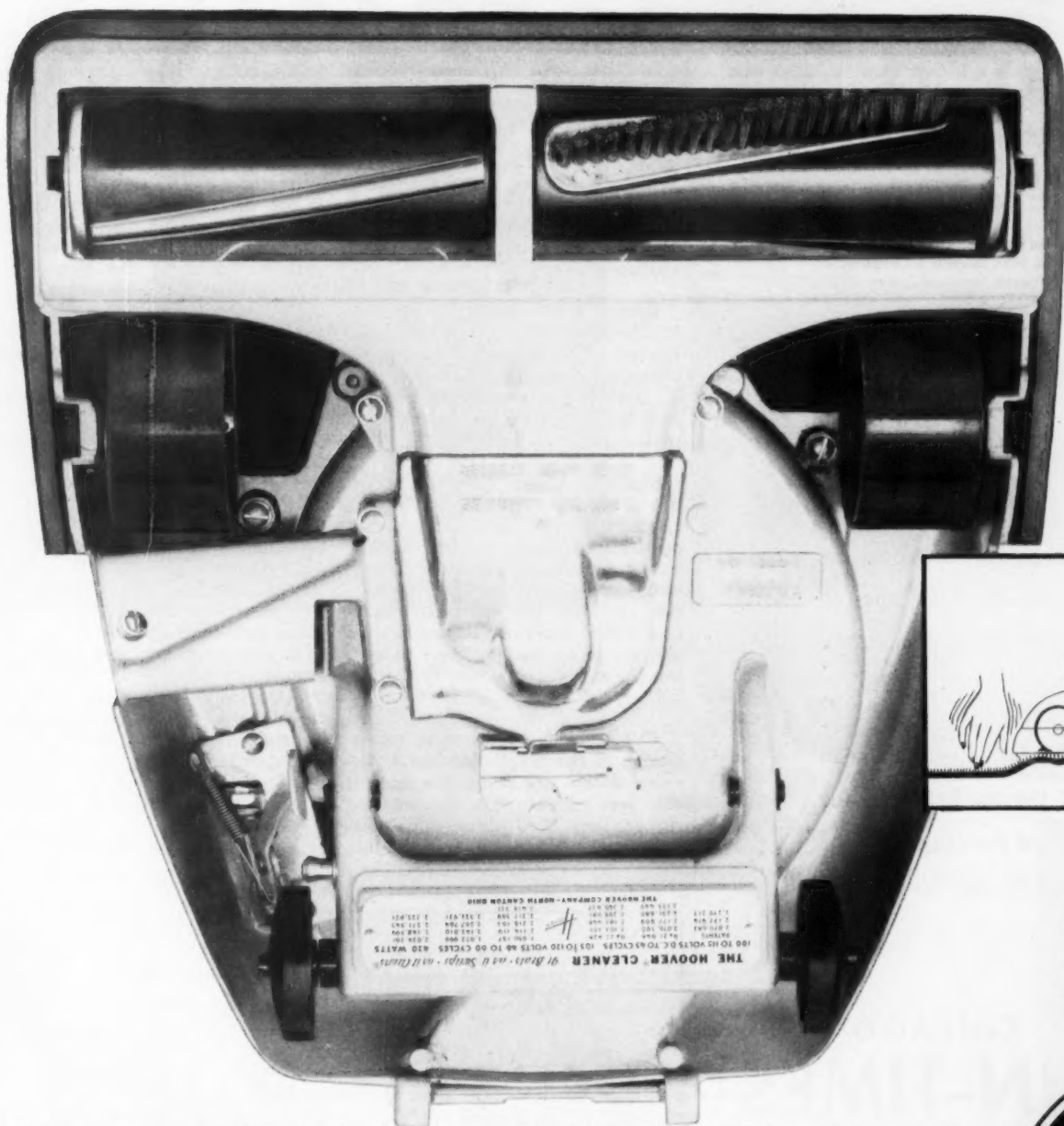
**Promotions Planned.** From both Pittsburgh and Cleveland comes word from sales promotion managers that promotions, promotions, and more promotions will be going on this year. Two distributor executives said they hadn't noticed any real appliance selling in 1952. "It will be there in 1953," they stated. "It had better be, because this is the year that will definitely separate the men from the boys."

One executive explains his attitude this way: "TV is moving pretty well right now, and it will do better. But, we want white goods to have a big play (Continued on page 8)



# The Business End of the HOOVER.

... *makes new business for you*



*It cleans on a  
cushion of air—like this*

The Hoover Cleaner is so constituted that it lifts the rug slightly from the floor and "shakes loose" the deep down grit so the brushes and suction can get at it. Ask your customers to place their fingertips on the rug in front of the cleaner to feel the gentle vibration that brings this imbedded dirt to the surface.

You're looking at something that has sold more vacuum cleaners than all the gadgets and gimmicks ever thought up.

Ask your prospective customers to look, too.

What you see is actually a *cleaning principle*—the most modern—the most thorough and the most efficient method of getting rugs clean ever invented. Hoover—and only Hoover—has it. It makes the difference between Hoover and all other cleaners.

It combines gentle vibration of the carpet (vibrator bar), sweeping action (helical brushes) and powerful suction (aerodynamically controlled) generated by the incomparable Hoover motor. In other words, "it beats, as it sweeps, as it cleans."

The main reason women buy vacuum cleaners is to *get dirt out of rugs and carpets*—that's what prolongs rug life—keeps rug colors fresh. That's something the Hoover does faster and does better than any other type of machine ever invented.

## THE HOOVER COMPANY

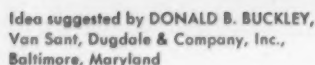
North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

ELECTRICAL MERCHANDISING—FEBRUARY, 1953



*World's oldest and largest  
manufacturer of electric cleaners*

PAGE 7



Today it takes two daily newspapers to reach a majority of the market—and for **MOST** net unduplicated coverage, one of your two **MUST** be The Chicago **SUN-TIMES!**



CHICAGO  
**SUN-TIMES**

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

**LOS ANGELES**  
**Sawyer-Ferguson-Walker Co.**  
**612 So. Flower St.**

**SAN FRANCISCO**  
Sawyer-Ferguson-Walker Co.  
1213 Russ Bldg.

**PHILADELPHIA**  
Sawyer-Ferguson-Walker Co.  
Girard Trust Bldg., 1400 S. Penn Sq.

**MIAMI BEACH**  
Hal Winter Company  
9049 Emerson Ave.

**ATLANTA**  
Sawyer-Ferguson-Walker Co.  
821-822 William Oliver Bldg.

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

-CONTINUED FROM PAGE 5.

and the only way to insure it is to have lots of promotions. Dealers must take part in them. They must buy a lot of merchandise to be able to deliver when the promotions come off."

**Other Side.** Another part of the problem is getting merchandise that will sell. "Dryers," as one other executive puts it, "can go out now as fast as we get delivery. All the dealers want their share."

"Refrigeration might have one of its bad years," he says. "We don't expect great movement on that. Ranges and freezers are expected to sell exceptionally well, but they may be surprising and turn out to be sleepers this year."

To get good sales, distributors are planning to offer practically everything but the Statue of Liberty this year. One Pittsburgh distributor plans to have promotions going on several appliances at the same time.

**Europe Free.** Another distributor in Cleveland will offer a free trip to Europe. Not only are prizes being offered on the dealer and consumer levels, but on a greater scale than ever before to the wholesalers' salesmen as well.

**Shake-Up.** One Cleveland executive of a national distributing organization feels that sales in the first quarter will be good. But in the second and third the fur will fly and some dealers may drop by the wayside. It looks like the small dealer may suffer, although discount houses will be going just as ever. About five percent of dealers may fail before fall.

**TV Problem.** Pittsburgh had a change of channels for its only television station just before the end of the year. Right after the station change, over 2,000 phone calls came in from people complaining about the

poor signal. In Pittsburgh sales dropped off right away. But sales increased in the outside territory. The suburban dealer has benefited from the better signal from Johnstown, also from the prospect of a new UHF station about ready to go on the air. During the first and second quarter, TV will increase only outside of Pittsburgh. Youngstown, Ohio, (Pittsburgh territory) expects to increase the 56,000 sets about four times.

**Big Christmas.** Looking back can be a serious handicap to some dealers, but when they check over mistakes it helps the looking ahead. One sideglance at this time shows that the Christmas season this year was much better than it has ever been before.

But the record might easily have been much better if merchandise had been available. Phonographs were in particular demand, and supply was short of what was needed in Columbus, Cleveland, and Cincinnati.

Inventories were big enough that everyone could at least get their share of the Christmas season, but those on the conservative side in their ordering (and many were) were living off incoming supplies from factories and distributors.

**Housewares Do Well.** Louisville didn't guess the inventory right during Christmas. One distributor ordered 50 percent more roasters than the year before and still ran out long before the Yuletide season. He managed to dig up others from other distributors and got a few extra shipments from the manufacturer.

Television did so well in the horse capital that all that was left just before Christmas were a few combinations. One distributor with the 1953 line already in the warehouse had to keep it under wraps until after the first of the year.

(Continued on page 10)





# LAU

## The Fan to see in '53

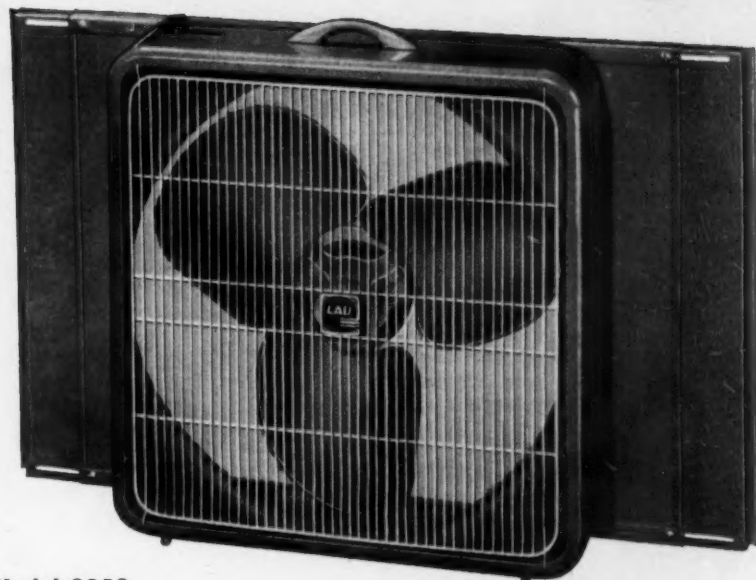
# Hottest News In the Fan Industry



Lau now brings you the complete, well-rounded fan line for fast profitable sales.

### How to Sell More Fans in 1953

Get all the facts about the Lau quality line of Combination Fans. It's the complete, well-rounded line that appeals to every customer. For example, Model 2052 illustrated at right is without question the most outstanding fan in America today. It has 20" blades, moves 2500 cfm at hi-speed, is extremely powerful and compact. This fan comes complete with adjustable metal spacer panels for mounting in sash type windows 30 1/4" to 39 1/4" wide. It may easily be lifted out and used as a portable fan. It may be used in either the "TILTA-BREEZ" easel or the "PORTA-BREEZ" pedestal. It's the fan with dozens of uses and it will make a big hit with your customers.



**Model 2052**

America's outstanding 20" Window Fan complete with adjustable metal side expanders.

### The One Fan Line That Gives You Everything!

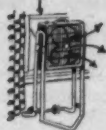
With just 3 models, 3 sizes, you can offer your customers a choice of ANY type fan they want! They can be used in Windows, on the Floor, on a Table, under Tables, on the Wall, as a Circulator or Hassock Fan. In fact, there isn't a single occasion for which a Lau fan may not be used. In addition to the Combination Fans, Lau also offers 24" and 30" 2-speed electrically reversible Window Fans that will cool several rooms, an apartment or a small home. Why not get all the facts? Call your jobber or distributor today.



12", 16" and 20" Fans all have carrying handles, finger-proof guards front and rear.



24" and 30" large Window Fans with 2-speed electrically reversible motors.



"PORTA-BREEZ" pedestal fan brings air into a room at any angle desired.



"PORTA-BREEZ" pedestal fan will exhaust air. Completely adjustable as to height or angle of fan.



"TILTA-BREEZ" easel fan directs air at any angle desired... up or down.



"TILTA-BREEZ" the easel fan that every customer wants. Choice of 3 sizes for 12", 16" or 20" fans.



"PORTA-BREEZ" the Revolutionary new pedestal fan for Model 2052LS. It's completely adjustable.



"TILTA-BREEZ" easel fan may be used as a Hassock fan, under a table, to circulate air completely.

Write for full information and catalog pages describing the complete Lau fan line.

## THE LAU BLOWER COMPANY

2005 Home Avenue, Dayton 7, Ohio

World's Largest Manufacturers of Warm Air Furnace Blowers

# How to Sell *American Beauty* ELECTRIC IRONS

**Show your customer** how the THERMOSCOPE works. Explain that only American Beauty lets her regulate the temperature of the soleplate on one dial and then SEE whether she has the right heat for her fabric on ANOTHER dial. Point out that American Beauty is the only iron that provides a DOUBLE-CHECK on temperature.

**Put two American Beauty** irons on the counter . . . a Lightweight model and a Mediumweight model. Ask her to try lifting and ironing with each. Then ask her which weight she prefers. Tell her that both weights will iron equally well.

**Ask your customer** to notice how comfortably the plastic handle fits her hand. Tell her the handle stays cool while she irons.

**Place the cord** in her hand. Tell her that American Beauty manufactures its own super-strength cord to specifications higher than are required by Underwriters Laboratories.

**Ask her to stand** an American Beauty on end . . . in the "at rest" position . . . and to notice its perfect balance both "in use" and "at rest."

**Tell her that American Beauty** is the oldest name in electric irons, and that her Mother and even her Grandmother very probably had one.

**Ask again** which weight she prefers, and ask if you may wrap it up for her. After you complete the sale, suggest to your customer that she give American Beauty irons as gifts for all special occasions.

Practice this sales demonstration.  
Use it with every customer . . .  
and you'll SELL.



## American Beauty

ELECTRIC IRONS • SINCE 1894

AMERICAN ELECTRICAL HEATER COMPANY • DETROIT 2, MICHIGAN

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

"Refrigerators were down to three models and ranges enough to last a week or so," one executive pointed out. "Besides, we are back ordered on automatic washers and dryers. It looks like a bumper year."

**Sell Fixtures.** One Huntington, W. Va. dealer who got a late start because of a bad fire around Thanksgiving managed to compensate for some of his lost sales. His sales force had a lot of good customers, and by a week before Christmas he stated that he moved more television than he ever anticipated, and more automatic washers and electric clothes dryers the last two weeks than he moved the balance of the year. "In fact," he concluded, "I have nothing else to sell. Maybe by tomorrow I can start selling the fixtures. And 1953 will be another good year, just as this one finished, if merchants will continue to promote these particular appliances."

tomers were giving major appliances as gifts instead of housewares. A dealer in St. Petersburg, Fla., told this writer that he was selling refrigerators and home freezers to some of his customers who were presenting them to wives, mothers and in-laws as Christmas presents. Heretofore, he had sold them only toasters, waffle irons and percolators.

The comeback made by refrigerators during 1952 seemed to be continuing on into the new year. Chattanooga reported "a very good sale of refrigerators" while Charlotte, Knoxville and other mid-South cities also claimed a steady volume of business in them. Home freezers did well in such diverse areas as Miami and New Orleans, although dealers in Memphis declared freezer sales had dropped considerably from last year's sales. Atlanta was not too enthusiastic about freezer sales, either. Birmingham, Richmond and Houston reported their sale as "fair".

**Laundry Sales Fine.** Laundry equipment of all kinds enjoyed a hefty turnover everywhere. Dryers and ironers seemed to be moving almost as well as washers. Atlanta and Birmingham dealers were particularly pleased with the sale of automatics while the Carolinas and east Tennessee continued to be bright spots for conventional washer sales. There was still a shortage in ironers, and automatic washers were not too plentiful in many sections. Dryers, the big surprise of 1952 selling, continued to be one of the dealer's best bets, and sales were expected to continue at a high rate.

As frequently predicted by the experts, air-conditioning sales should set a record during 1953. Dealers throughout the Florida peninsula are, with few exceptions, counting on a landoffice business. This correspondent attended several distributors' meetings in Florida during December and as the new lines and models were unveiled, it was apparent that manufacturers are going after the unit room air-conditioner business as they never have before. They have dealer interest whipped up to a fine pitch and selling, come July and August, ought to be something to see.

**Slight Correction.** This column makes every effort to be as accurate as possible. All reports and estimates in it are based on the latest and most reliable information obtainable, but occasionally—even as Joe DiMaggio—we flub one.

A couple of months ago, it was estimated here that dealers in Nashville, Tenn., were selling about 1,000 sets a month. Bill Hall, of Nashville Electric Service, hastened to point out to us that during the first 10 months of 1952, Nashville dealers sold more than 30,000 TV sets or an average of better than 3,000 a month. We hope the crowd dinner doesn't (Continued on page 12)

## The South



By AMASA B. WINDHAM


**Best Outlook For Selling Ever . . . Refrigerators, Laundry Equipment Move Steadily . . . TV At All-Time High**

THE South goes into 1953 with the best outlook it has ever had for appliance selling. You could talk with dealers from Homestead, Fla., to Hot Springs, Ark., and to a man, they expected the good business of the past year to keep right on into the next several months.

Pre-holiday business got off to a fast start, slowed up alarmingly two weeks before Christmas, then bounced back like a prairie fire. One Atlanta dealer declared he had made plans for an after-holiday clearance sale but when the spending spree was over, he didn't have enough stuff left to meet normal sales, let alone a bargain promotion. Post-holiday clearance sales were not very much in evidence anywhere in the South.

One phenomenon noted during the Yuletide season was that the cus-



A greater name  for a greater new line!

# RCA ESTATE

## New 1953 Gas and Electric Ranges!



Two names that stand for quality, prestige and experience in the home appliance field have been linked in this complete new line of ranges for 1953.

The Estate Stove Company of Hamilton, Ohio, now joins the Radio Corporation of America under the name of RCA Estate Appliance Corporation.

Our new corporation proudly makes its bow with the finest, most complete line of ranges on today's market . . . engineered for a unique appeal to the homemaker . . . thoughtfully designed to attract her with novel conveniences and new cooking methods not to be found in other ranges.

### These Striking Features Have Proven Sales Value:

**GRILL!** The range-top Hide-Away Grid-All is concealed under a gleaming work surface. Your salesman converts it—in seconds—to a super-giant burner, for instant sales appeal.

**BAKE!** The roomy Balanced Heat Oven has everything the housewife wants: uniform heat throughout, automatic heat control, clock control, automatic lighting, window, oven light.

**BARBECUE!** The American appetite for barbecued food becomes your

sales ally. The Bar-B-Kewer separate meat oven reproduces charcoal pit heat . . . doubles as a high broiler.

Add to two-oven convenience and the unique Grid-All, Center Simmer Burners . . . Minute Minder . . . chrome fluorescent top light . . . appliance outlets . . . drawer-type broiler below oven . . . aluminum broiler pan inserts . . . advanced styling . . . all do a solid selling job for the RCA Estate dealer.

## Look who's on our 1953 sales team!



### National Magazines . . .

With a circulation of 33,152,684 families—*Saturday Evening Post* . . . *Ladies Home Journal* . . . *McCall's* . . . *Better Homes and Gardens* . . . *Good Housekeeping* . . . *Household* . . . *Farm Journal* . . . *Successful Farming* . . . *Woman's Day* . . . *Parents* . . . *Today's Woman* . . . *Living for Young Homemakers* . . . *Christian Science Monitor*.

### New Liberal Co-op Plan . . .

Plus a Retail Selling Center . . . a Duncan Hines' RCA Estate Cookbook as a traffic lure . . . Filmed TV Spots . . . 24-Sheet Posters . . . Point of Sale Displays—Support across your market with the focus on your point of sale!



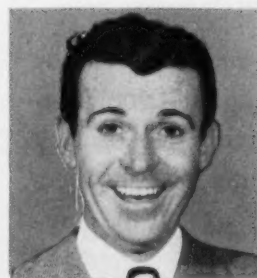
### DUNCAN HINES

With a name that symbolizes good food in every market area in America, Duncan Hines becomes your ace salesman when you sell the RCA Estate line. He tells his nationwide following that he uses the RCA Estate in his own kitchen . . . and why.



### KUKLA, FRAN, OLLIE

This lovable show will be on NBC-TV every Sunday at 4 p.m. to bring a half-hour of fun, whimsy and make-believe to millions of televiewers. Kukla, Fran and Ollie, who sell RCA Estate in their own inimitable way, will sell for you, too.



### DENNIS DAY

His piquant comedy and lyric tenor voice are welcomed by a vast audience on NBC-TV every Friday at 8 p.m. (RCA Estate is the only complete range line with scheduled time on three network shows.)



### HARRIS & FAYE

Phil Harris and Alice Faye offer their popular comedy program to your customers on NBC Radio Sundays at 8 p.m. All these top-rated shows will bring RCA Estate's message before a TV audience of 12,111,200 and another 5,612,000 radio listeners.

American Furniture Mart  
**SPACE 523**



RCA ESTATE APPLIANCE CORPORATION  
HAMILTON, OHIO  
A Radio Corporation of America Subsidiary

IN THIS TEMPLE  
AS IN THE HEARTS OF THE PEOPLE  
FOR WHOM HE SAVED THE UNION  
THE MEMORY OF ABRAHAM LINCOLN  
IS ENSHRINED FOREVER



## Everybody knows where the Lincoln Memorial can be found...but

how many newcomers, transients and other prospects in your community know what products and services you sell?

Tell them easily and economically through the 'yellow pages' of your telephone directory. Surveys the country over prove that 9 out of 10 shoppers use the 'yellow pages' to find the buying information they need.

The 'yellow pages' introduce your business and sales story into homes, shops and offices all over town. They lead new prospects to you and serve as a constant reminder to old customers.

Why not let 'yellow pages' advertising tell everybody where you are located, what merchandise you carry, and the services you offer?



CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE FOR MORE DETAILS



## APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10

give us indigestion.

All of which underscores the tremendous sale of TV sets throughout the South. Dealers in areas centered around New Orleans, Memphis, Birmingham and Atlanta, by the end of the year, were shooting at the 8,000 to 10,000 a month mark. The holiday season was tremendous for television set sales and few dealers or distributors were pessimistic about sales in the first quarter of 1953.

The sale of dishwashers during the month was still disappointing. One veteran dealer in Memphis, who predicted that the dishwasher would be the most improved seller in 1952, sadly recalled his early prediction and tabbed himself as "definitely mistaken". But reports from at least three other areas—Birmingham, Charlotte and Miami—were not on the mournful side. All of these cities claimed dishwasher sales were "unusually good".

When an appliance dealer tells you he's a self-made man—compliment him for being man enough to take the blame.

**Rents, Income High.** This column has not reported on living conditions and economics, both of which affect the appliance business, in some time. The question of rents, for example, is a highly important one. In Birmingham, Atlanta, Norfolk and Charlotte, rent is still on the upgrade and the dealer who operates in the downtown area, pays a pretty stiff rental for his place of business. He also pays plenty for warehouse, service and storage space.

While the rest of the country seems to be suffering from an over-abundance of "discount houses", the South has fared very well in this respect. Of course, there are plenty of these cut-rate joints in operation down here but nowhere near the scale of operations in the East and Midwest, and most of the "discount houses" which do exist down here are devoted to television sales exclusively. The average Southerner, it seems, while loath to pass up a bargain any time, just hasn't learned to trust the cut-rate boys.

Income and savings are at an all-time high in the South and there does not appear to be any let-up in prospect for the boom in buying which ran throughout 1952. The best market in the nation is still the rural market. Most Southern farmers still need all kinds of appliances, although they have bought heavily in the past few years. And the second best market, unsaturated as it is, is the Negro population of the South. The wise dealer will take it from there.

(Continued on page 14)



...many happy  
returns!



Yes, sir, many happy returns are yours . . . and ours . . . from the satisfied users of KitchenAid Home Dishwashers.

These happy returns are enthusiastic comments added to the regular answers on our registration and warranty cards. And nearly half of our users tell us they saw a KitchenAid in operation in a home before they purchased it—this is the word-of-mouth advertising that sends people to see you for a complete demonstration!

Demonstrate KitchenAid's superior features . . . the front opening door and independently sliding racks (the upper rack adjusts to two positions) . . . the revolving wash and rinse action . . . the circulated electric hot-air drying and plate warming feature. You'll be sure of more happy returns.

KitchenAid Home Dishwasher Division of  
The Hobart Manufacturing Co., Troy, Ohio

# KitchenAid

The Finest Made...by



World's Largest Manufacturer of  
Food, Kitchen and Dishwashing Machines

"I don't know how I ever lived without it. It's a wonderful product."

"Our dishwasher (KitchenAid) is the envy of the neighborhood."

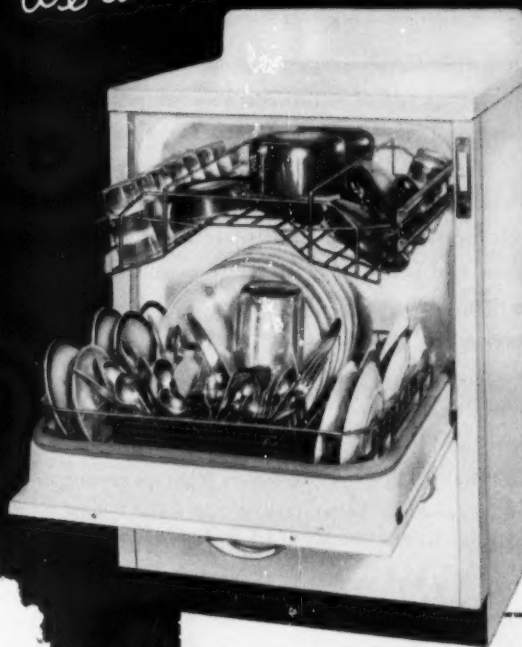
"A friend suggested your KitchenAid dishwasher because she has her mother's KitchenAid mixer - it's about 30 years old."

"We think it's terrific. One of our best investments."

"Had no idea a Kitchen appliance could be so wonderful!"

"Have been delighted with sparkling dishes and quiet operation."

"We couldn't be better satisfied."



KitchenAid Home Dishwasher Division of  
The Hobart Manufacturing Co., Dept. KEM, Troy, Ohio

Please send me the name of my nearest distributor

Name.....

Address.....

City.....Zone.....State.....

## Kisses for Sale



### What can I say?

Here, silence is golden. But it is different when customers ask you about the steel in products you sell. If they are made of Armco Special-Purpose Steels, it will help you clinch the sale if you can tell what plus-values they add to the product.

Take Armco ALUMINIZED Steel. You'll find it in many of the appliances you sell—in reflectors and other vital parts of room heaters, toasters, waffle irons, roasters, coffee makers, ranges, and picnic grills. Here are questions your customers may ask—and the right answers:

**Q.** Is this metal solid aluminum?

**A.** No. It is a sheet of steel coated with aluminum by a patented method. It is actually dipped in molten aluminum.

**Q.** What are its advantages?

**A.** The steel core provides the strength—the two metals together resist a combination of heat and corrosion better than either metal alone.

**Q.** What about heat reflection?

**A.** Armco ALUMINIZED Steel has a high degree of heat reflectivity. It will turn back approximately 80 per cent of the radiant heat thrown against it—an important reason for using ALUMINIZED in room heaters and range parts.

Make a note of these selling points of Armco ALUMINIZED Steel. They will help you sell appliances that have parts made of this Armco Special-Purpose Steel.

**Armco Steel Corporation**

1433 Curtis St., Middletown, Ohio • Export: The Armco International Corp.



## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

### The Far West



By HOWARD J. EMERSON

**Sound conditions follow post Christmas lull . . . Shape of things to come . . . Scanning west coast TV**

AS February approached, appliance-TV dealers in the eleven western states expected generally sound business conditions to follow the lull that came after a fair-to-middlin' Christmas season. Barring unforeseen difficulties, there is good evidence that the dealers' business during the first half of '53 should be greater than during the same period of '52, and very likely at a higher level of net profit. Major fear is that manufacturers might go overboard on production, particularly in refrigeration and television, and then if the East and Mid-West can't absorb it they would resort to the age-old practice of making the West Coast a "happy dumping ground".

Even with that prospect, there is evidence that the eleven western states are in an economic condition to stand intensive merchandising of the dealers' products. Government figures show that employment is at its highest peacetime level in this area. Wages have reached an all time high. Per capita income here is \$1,819 compared to national average of \$1,584. During 1952, employment in California increased by 200,000 people and income reached \$23 billion. Public construction in the 3 Pacific states is up 14 percent compared to a 3 percent increase for the nation as a whole. Residential construction, says the Dept. of Commerce, is expected to be 8 percent higher in '53 in those states. Farm income in the eleven western states in 1952 was \$300,000,000 ahead of 1951—for '53 no serious decline in farm prices is expected and the new administration promised maintenance of farm price support. Latest figures show that Far West de-

partment stores sales in '52 were 2 percent ahead of '51 while the big stores in the rest of the nation suffered a 1 percent decline. Sunset Magazine reports that the 3 coastal states, with 10 percent of the country's population, account for 18 percent of the nation's automatic washer sales. And Given Mfg. Co. says that California, with about 7 percent of the nation's people, accounts for 35 percent of the waste disposers in use in the U. S.

The most authoritative preview of business conditions in this area is that prepared by the Pacific Gas & Electric Co. For 1953, PG&E economists anticipate a 6.8 percent increase in appliance-TV sales over '52. They believe that 22.1 percent of this increase will come from ironer sales, 11.1 percent from range sales (electric and gas), 14 percent from water heater sales, and 20.1 percent from the sales of dryers (electric and gas). Now, while PG&E serves 1,430,645 customers in the 46 counties of northern and central California, its area is not considered the fastest growing section of the Far West. Offering even better chance for increased appliance-TV volume, percentagewise, in 1953, are areas of Arizona and New Mexico, San Diego County, and the sections of Idaho and Wyoming that are booming with atomic energy plant development. Only potential dark spot is Pacific Northwest where continued power shortage—inadequate generating capacity aggravated by stepped up aluminum plant needs and low water level in hydro plants—is curtailing appliance promotions.

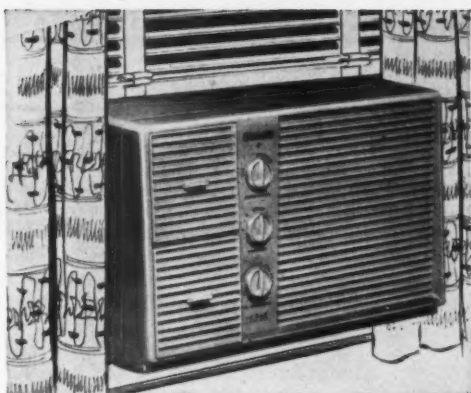
**Shape of Things.** This being the season for predictions, an observer sees the following shaping up for '53 in the eleven western states:

More supplies wholesalers getting into major appliance distribution, for two reasons . . . announcement of more full lines by formerly single product manufacturers has the industry running out of available specialty distributors . . . experience is making manufacturers look kindly at the stability of an established supplies wholesaler who doesn't fold up when the appliance-TV business gets rough for a few months . . . but, manufacturers are finding these supplies distributors more independent, less easy to load with factory overstocks, more critical of packaged promotions, less likely to respond to a "do it or else" order.

Gradual increase in merchandising activity by electrical contractors and plumbers who formerly stocked but didn't sell . . . reason: long last realization that dishwashers, disposers, dryers and built in ranges are in demand . . . and out of this world cost of electrician and plumber labor which is losing sales daily for appliance dealers when they quote installation costs on 220-v. or piped-in appliances . . . increased selling effort by contractors and plumbers will be based on an "installed price".

(Continued on page 16)





$\frac{1}{4}$ ,  $\frac{1}{2}$  and  $\frac{3}{4}$  h.p. models to fit 24" windows.

**Before You Sign**  
for any room air conditioner

# SEE COOLERATOR

**Yes, see Coolerator—see your Coolerator distributor!**

**Ask him these two questions:**

## **1** What's better about the Coolerator line?

### **Here's what gives the Coolerator line real sales drive!**

The new Coolerator Room Air Conditioner is designed as carefully as a fine piece of furniture. The neutral Mirro-tone decorator finish blends pleasingly with any room setting. The unit is designed without side vents so draperies can hang right up next to it without discoloring or impairing efficiency. Makes a big hit with women! And, of course, it's engineered with all the famous Coolerator skill—automatic thermostat (at no extra charge). Ultra-High Velocity air circulation for faster, more efficient total room-cooling without drafts, positive double-action forced exhaust, engineered for unusually quiet operation.

## **2** What's better about the Coolerator merchandising program?

### **Here's how Coolerator merchandising program helps you clinch sales!**

**National Advertising**—Hard-hitting, hard-selling full page ads in LIFE and SATURDAY EVENING POST during your big selling months—May, June & July!

**Intensive key dealer advertising**—territory by territory—to insure maximum sales and profits for selected key Coolerator dealers.

**Complete merchandising support** for each individual dealer—the kind of really effective sales helps that reach out and bring customers into your store—*ready to buy!*

It all adds up to an intensive, planned sales program at national and local levels.

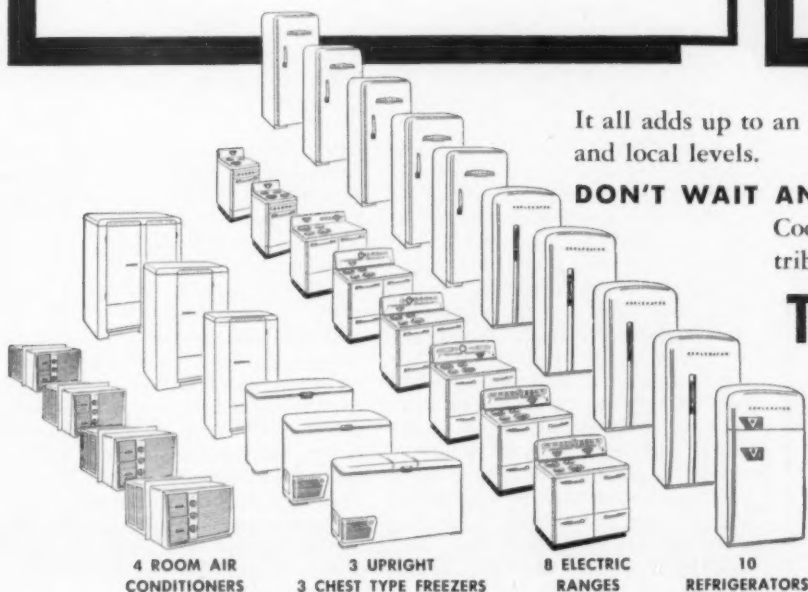
**DON'T WAIT ANOTHER DAY!** You may still qualify as a Coolerator key dealer. See your Coolerator distributor or write us direct for full details.

**The Leadership Line**  
by **Coolerator**



Refrigerators, Freezers, Ranges and Room Air Conditioners

THE COOLERATOR COMPANY, Duluth 1, Minnesota



4 ROOM AIR CONDITIONERS

3 UPRIGHT 3 CHEST TYPE FREEZERS

8 ELECTRIC RANGES

10 REFRIGERATORS

# This Chicago Dealer SOLD TEN OASIS AIR DRIERS IN 1 DAY!

"Bud" Lurie, appliance buyer for Lurie Brothers, Chicago, and the Oasis Air Drier that rang up profits for the Lurie Brothers appliance store during 1952.



Ten air drier sales in one day! That's the score marked up on this high-profit appliance by Lurie Brothers. It's a figure that *proves* the public's constantly growing awareness of air driers. This Chicago dealer knows that Oasis Air Driers are *easy* to sell to customers who have damp basements—so easy that dealers sell 9 out of 10 demonstrations!

Oasis has plenty of *dealer* advantages, too: No trade-in losses . . .

no installation headaches — just plug into any AC outlet . . . little or no service problems.

Be sure *you* cash in on the booming air drier market this year! When the hot, humid summer months bring on the peak selling season, be sure you have enough Oasis Air Driers on hand to meet your customers' demands. Find out all the details of the profitable Oasis dealer proposition, and about:

- ★ Oasis National advertising in Saturday Evening Post, Better Homes & Gardens, House Beautiful's Maintenance & Building Manual, House & Garden Book of Building, and other national publications!
- ★ Moisture Monster displays that sell!
- ★ Merchandising Plans that help dealers get prospects and close sales.
- ★ Demonstration Plan that sells nine out of ten prospects.

## OASIS Air Drier

### ELECTRIC DEHUMIDIFIER

Write today for all the facts.

THE EBCO MANUFACTURING COMPANY, 405-B W. TOWN STREET, COLUMBUS 8, OHIO

Make profits  
out of your  
town's damp  
basements—

**CLIP and  
MAIL!**

THE EBCO MANUFACTURING CO.  
405-B W. Town Street, Columbus 8, Ohio  
Send me full details on the money-making Oasis proposition.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14

See in '53 more interest, if not action, on the part of utilities toward merchandising appliances. Behind periodic resurgence of this interest are several factors in this area which is practically free of all utility appliance selling: intra-industry contact with merchandising utilities in the East; the existence in every utility's residential department of a few "eager beavers" who can see a better job and bigger salary for themselves should the company take on appliances; GE's announcement of a utility department following Hotpoint's persistent campaigning among utility executives and rumors that Westinghouse can not stay out of the picture long, keep the pot boiling among the lower eschelon. But so far, the top brass in the West's biggest utilities are unmoved in determination to confine activities to helping the dealers sell. A break, if it should come, would be on lamps this spring and electric bedding in the fall.

'53 looms as the biggest year ever for associations in the western region. Unquestionably, the success of NARDA has given dealers here a confidence in associations that previously was tempered by having the utilities as the guiding hand and only purse. But other factors have been important in association growth: the trend to the "league" idea, getting contractors, servicemen, and wholesalers into the organization on equal status. Reorganization as a league stopped the Los Angeles group's decline and started it toward present rapid growth and effectiveness. Similar action saved the Spokane association, brought in distributor personal and financial support, made it stronger than ever in Inland Empire. Another factor—mutual interest in TV has brought dealers together where previous association efforts were seldom successful . . . examples are pre-T-Day gatherings in Fresno and Denver, and rapid rise of Northwest Appliance & TV Assn. in Seattle.

In the wind for sometime, bound to break in '53, is more experimenting with self-service electric houseware counters in food supermarkets, also big scale attempt to put major appliance departments in those markets.

Some observers here see '53 bringing into the open a paradox in the food-freezer business. On one hand we have the slow but certain growth of the food freezer plan as an appliance store operation as the marginal specialty operators drop out of the picture. With this swing to established appliance dealers who are able to handle a food freezer plan in a small but steady fashion, have come back methods of selling lost during the specialty salesman's era—emphasis on other qualities of the freezer, its facility as storage for game, as a method to make home garden supply year long foods, etc. On the other hand, there is a move by some of the older, best established specialty food plan operators to get into full line appliance

selling. Already a fact in San Francisco, these concerns will try to make most use of their specialty selling abilities to push dryers, disposers, dishwashers. In their favor are good reputations, backlog of satisfied customers, salesmen used to evening work, experience in lead development and scientific closing procedure. In between these two operations is a move by some specialty food plan operators to seek established appliance dealers as base of operations. One such operator in the Bay Area offers the dealer a commission on all sales in return for the use of store's name and use of its 'phone and mailing address. The operator hires and directs his own sales crew independent of the store, prepares and places advertising under store name with returns coming to him. Dealer merely keeps him supplied with freezers. One such operator currently is advertising for food plan salesmen, offering "up to 26 percent commission".

**Scanning TV.** During 1953 look for a demand by dealers in established TV markets for more attention from their distributors and manufacturers, particularly in promotions, national advertising, and in attention from field and factory personnel. There's some griping already that manufacturers and distributors can see nothing but the new markets. A dealer can point out the following: during the first 6 months of TV in Denver, 80,000 sets were sold—during the same six months 100,000 sets were sold in the 4-year old San Francisco market.

However, the situation may temper itself. New TV markets in the Far West will open with much less sound and fury than attended the Denver and Portland hassles. Spokane came on the air with relative calm, considering the terrific potential for set sales in the Inland Empire. Preparations in Fresno and San Luis Obispo are proceeding orderly, except for the most beautiful feud of the year being fought by the Zenith and RCA distributors in Fresno, using newspaper advertising copy as weapons.

Expect a serious interest in how to handle TV trade-ins profitably to develop in the Los Angeles, San Francisco, Seattle and Salt Lake City markets. In these areas, 1953 will be the year when a dealer's success will depend on ability to take 10-in., 12½-in., and 14-in. sets in trade for 21s.

West Coast TV manufacturers reported a happy and healthy '52, and with the new markets scheduled to open in their backyard during '53 they are in good spirits. Packard Bell cut a profit melon of \$406,696 among 917 employees, and then went out and started a 93,000 sq. ft. addition to its factory. Kaye-Halbert reported a \$45,000 profit following a red '51, and passed out stock as Christmas presents to employees. Hoffman announced that it now has more than 3,000 employees in radio-TV and defense electronics production.





Announcing  
for 1953...

The greatest line of  
television sets  
in 7 straight years of  
RCA Victor  
leadership!

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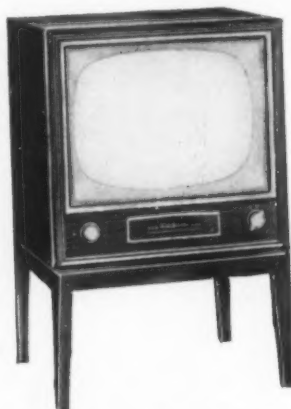
# Inside and out—New



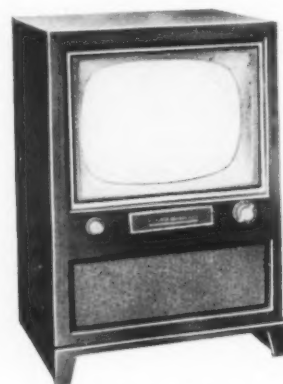
**THE GLENDALE.** 17-inch model. Brand-new style! Mounted on brass-tipped legs. Finished in shaded auburn. Model 17T302 **\$229.95**



**THE HANLEY.** 17-inch console with 8-inch speaker, finished in mahogany, blond (slightly higher). Model 17T310 **\$259.95**



**THE KERBY ENSEMBLE.** Compact 21-inch model on matching stand. Shaded antique finish. Model 21T303EN, **\$279.95**. The Kerby (Model 21T303), no stand. **\$259.95**



**THE JEFFREY.** 21-inch console with 3 point "Personalized" tone control. Finished in mahogany; blond (slightly higher). Model 21T313 **\$329.50**



**THE WAYNE.** 17-inch table model . . . the low-priced leader in this great new line! Only *two* controls are needed to tune in television's finest pictures . . . improved "Magic Monitor" circuit system does all the rest—*automatically*. In gleaming maroon finish. Model 17T301. (Matching stand, not shown, available at slight extra cost.)



**New, automatic "Magic Monitor" circuit system.** An RCA Victor exclusive—more sensitive, more efficient than ever—the new "Magic Monitor" circuit system brings in the finest TV pictures possible, and holds them there—*all automatically*! It screens out interference from cars, planes, and electrical equipment . . . steps up power when it's needed . . . tunes in the best sound with the clearest picture—*automatically*!

**At your service**—the nationwide facilities of the RCA Service Company. This service, by RCA factory-trained electronic experts, is available only to your RCA Victor owners. A *big plus* when you sell RCA Victor.

## \$199<sup>95</sup>

Prices shown are suggested list, subject to change without notice. Slightly higher in far West and South. All prices include Federal Excise tax and full-year picture tube warranty.

*Every year more people buy*



# RCA VICTOR

Tmks. ®



DIVISION OF RADIO CORPORATION OF AMERICA

*than any other television*



# RCA Victor Television is f



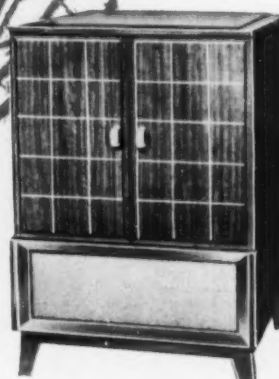
**THE PRENTISS.** 21-inch console with 10-inch speaker, finished in mahogany; limed oak (slightly higher). Model 21T314 **\$359.50**



**THE DEAUVILLE.** 21-inch Provincial console, finished in maple with delicate front grille work. Model 21T315 **\$379.50**



**THE HILTON.** Lowest price 21-inch Modern console with 10-inch speaker, finished in limed oak. Model 21T316 **\$389.50**



**THE DOBSON.** Lowest price 21-inch top-door console. Finished in mahogany or limed oak (slightly extra). Model 21T322 **\$399.50**

**THE L...** Colon in ma speak



## Improved "Deep Image" picture tube.

You can demonstrate, right in your store, this astonishing RCA Victor '53 picture!

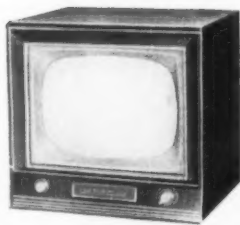
There's a micro-sharp electron beam that focuses on an improved phosphor screen, so *superfine it's coated with billions of tiny crystals . . . giving finer, deep image pictures.* The images these new sets create are more lifelike than ever!



## New, long-distance reception.

For those who live in far-away "fringe areas," picture performance and sound sensitivity have been greatly increased. The famed RCA Victor "Golden Throat" tone system gives the finest listening. Make certain your customers get the sets that make the most of these advances—RCA Victor!

# New RCA Victor Television Deluxe



**THE CABOT.** Low price 21-inch Deluxe model, finished in mahogany; limed oak (slightly extra). Model 21D305 **\$350.00**



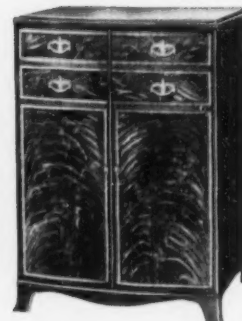
**THE MERRITT.** 21-inch Deluxe console. Finished in mahogany; limed oak (extra). Model 21D317 **\$395.00**



**THE STAUNTON.** 21-inch Deluxe top-door console, finished in mahogany; limed oak (extra). Model 21D326 **\$465.00**



**THE YORKTOWN.** 21-inch TV Deluxe. Colonial style, finished in natural cherry or red cherry. Model 21D327 **\$495.00**



**THE SOUTHBRIDGE.** 21-inch Regency console. Finished in mahogany or walnut. 12-inch speaker. Model 21D329 **\$495.00**

Last year, RCA Victor introduced two television lines—the Standard and the Deluxe.

Because of ing public we RCA Victor

# RCA Victor Television is fi



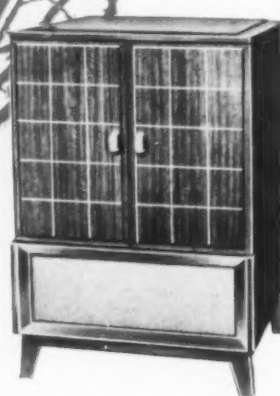
**THE PRENTISS.** 21-inch console with 10-inch speaker, finished in mahogany; limed oak (slightly higher). Model 21T314 **\$359.50**



**THE DEAUVILLE.** 21-inch Provincial console, finished in maple with delicate front grille work. Model 21T315 **\$379.50**



**THE HILTON.** Lowest price 21-inch Modern console with 10-inch speaker, finished in limed oak. Model 21T316 **\$389.50**



**THE DOBSON.** Lowest price 21-inch top-door console. Finished in mahogany or limed oak (slightly extra). Model 21T322 **\$399.50**



**THE LEXINGTON.** Colonial style, finished in maple with 12-inch speaker. Model 21T323 **\$399.50**



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# New RCA Victor Television Deluxe



**THE CABOT.** Low price 21-inch Deluxe model, finished in mahogany; limed oak (slightly extra). Model 21D305 **\$350.00**



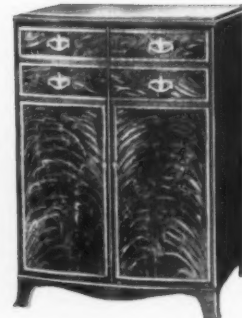
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**THE SOUTHBRIDGE.** 21-inch ReGENCY console. Finished in mahogany or walnut. 12-inch speaker. Model 21D329 **\$495.00**

Last year, RCA Victor introduced two television lines—the Standard and the Deluxe.

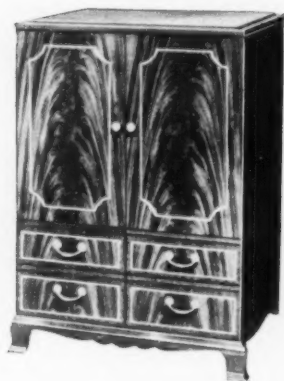
Because of the increasing public we are RCA Victor T



# ... five ways finer for '53!



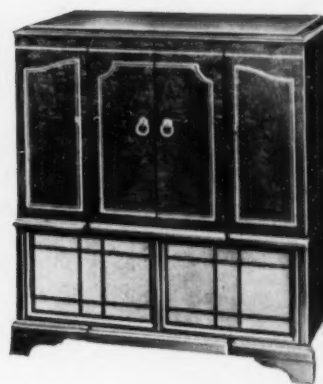
**THE LEXINGTON.** 21-inch American Colonial full-door console, finished in maple or red cherry. 12-inch speaker. Model 21T323 **\$429.50**



**THE STOCKTON.** 21-inch Regency full-door console; stay-put hinges. Finished in mahogany or walnut. Model 21T324 **\$429.50**



**THE LAWRENCE.** 21-inch TV, AM radio, and "Victrola" 3-speed automatic changer. Cabinet finished in mahogany; limed oak (extra). Model 21T342 **\$525.00**



**THE MONTGOMERY.** 21-inch TV, AM/FM radio, plus "Victrola" 3-speed automatic changer. Finished in mahogany or walnut. Model 21T344 **\$595.00**

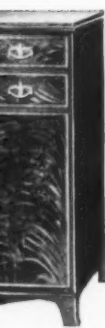


**New—Automatic UHF-VHF tuner.** Advanced, automatic all-channel tuner can receive *all* stations in *any* area with minimum interference. Has twice the sensitivity of many other UHF tuners. (Tuner optional at extra cost.) Every single set takes full advantage of the government's Federal Communications Commission plan for UHF. So RCA Victor gives you *all* the answers on UHF!

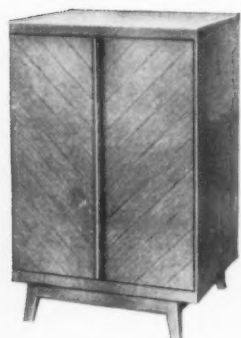


**New wider range of cabinets.** Modern, Contemporary, Colonial, Provincial, Regency and Empire. Finishes include dark and blond mahogany, limed oak, natural and dark walnut, maple, natural and red cherry, shaded auburn and antique dark red. Each set has a matching "picture frame" for smarter styling! No matter *what* your customer's taste, you can satisfy it.

## ... for those who want the finest money can buy



**THE KENBRIDGE.** Swivel-based, 21-inch ultra-modern console, finished in limed oak or natural walnut. Model 21D328 **\$495.00**



**THE CLERMONT.** 21-inch Deluxe full-door Provincial console, finished in maple or red cherry. Model 21D330 **\$525.00**



**THE RUTHERFORD.** 21-inch TV Deluxe, AM/FM radio, "Victrola" 3-speed automatic changer. Cabinet is finished in mahogany. Model 21D346 **\$795.00**



**THE NASSAU.** New 27-inch TV Deluxe. Has two extra tubes for new "Definition Control." Finished in mahogany; limed oak (extra). Model 27D331 **\$650.00**

Because of the tremendous response by the buying public we are continuing this policy through 1953. RCA Victor Television Deluxe is for those discriminating persons who demand the ultimate in styling and reception . . . regardless of price.

There has always been a demand for the finest products human hands can build. These are the sets that will fill that demand.

# First... here is the most



## National Newspapers and Magazines

Giant Sunday newspaper ads in every TV market! Four-color spreads, 20 black-and-white pages, in LIFE and the Saturday Evening Post! Four-color spreads in Better Homes and Gardens! Full-page ads in Progressive Farmer, Ebony, Extension, Time, Fortune, Newsweek, Coronet.



# penetrating all-round advertising



## National Television and Radio

Dozens of commercials on the Dennis Day Television Show . . . on the Kukla, Fran and Ollie Show. Dozens more on the Phil Harris-Alice Faye Radio Show! PLUS filmed TV spots *plus* recorded radio spots for your local use! All on RCA Victor television sets for '53.



# in the history of television



## Point-of-Sale Material

Window streamers, counter displays and strong-selling point-of-sale kits, catalogues, itinerant displays, lighted store-identification signs, day and night roadside signs, car cards, and 24-sheet posters.



# ALL YOURS WITH RCA VICTOR





**EXTRA!**

# STEAM IRONS TAKE OVER THE HUGE ELECTRIC IRON INDUSTRY

**ELECTRICAL  
MERCHANDISING**

**Report on Steam Iron Sales  
in 1952**

**STEAM IRON  
RETAIL SALES  
1952**

**\$53,366,250**

**DRY IRON  
RETAIL SALES  
1952**

**\$38,396,750**

**TOTAL RETAIL SALES**

**\$91,763,000**

*Get Ready!* In 1953 steam irons will be the Sales Giant of the whole Appliance Industry—out-selling any other traffic appliance as much as 10-1.

here are the hard cold facts:

**STEAM IRON SALES**

*Zoomed 247%  
in just 4 years...*

One company...CASCO has outpaced the industry with more than a **200% increase every year!**



**and now...**

# CASCO lays \$1,000,000

in a record-breaking campaign sparked by

STARTING FEBRUARY 25th, WEEK-AFTER-WEEK, MONTH-AFTER-MONTH, MARKET-AFTER-MARKET, COAST-TO-COAST A THUNDERING BOMBARDMENT OF HEAVY CALIBER ADVERTISING AND MERCHANDISING HITTING YOUR CUSTOMERS FROM EVERY DIRECTION WITH THE CASCO STORY... MAKING CASCO

*the Fastest Selling Steam Iron you've ever had!*



Casco joins hands with local retailers in a tested, proven way that gets phenomenal sales results. Free Film Commercials, the right kind of Store Merchandising and Casco's 15 Day Free Trial Offer are all wrapped together in a sales-loaded TV promotion for your city!





# On the line in '53!

ed by **DOUBLE PAGE SPREAD ADS**  
like this in the



# CASCO

TH  
DERI  
dry  
iron

Ordinary  
to water!

It's not require water... even in corrosive... yes you can... done! With... right from... ironing clips... T. Spout... too!

With steam is easy... and ironing with... m-2 in-1 Casco is easiest of all! You... gh all your ironing, steam OR dry, in... ith this versatile, work-saving Casco... y press hems, instead of basting... do... g jobs right at home... iron all fabrics... new, tricky synthetics, faster, better!... w Casco today at jewelry, appliance... and department stores. **\$19.95**



**CASCO**  
CASCO PRODUCTS CORP.  
Bridgeport 2, Connecticut

**You tie-in...cash in...with this**  
**FREE SALES PROMOTION KIT!**  
WORTH \$5.00

Costly full color displays, envelope stuffers, 15 Day Free Trial mailers. Colorful window strips and a dazzling assortment of other sales making point-of-purchase materials are yours for the asking—your sure way to cash in on this sensational \$1,000,000 Casco campaign—and clinch those big sales for your store!



**Order** YOUR **CASCO IRON**  
**Now** from your **Jobber!**



## Appliance Serviceman Says KLIXON Protectors Stop Motor Burnouts

CHICAGO, ILL.: Mr. P. W. Kidd, owner of the Supreme Radio, T.V. & Refrigeration Service Co., speaks enthusiastically about the burnout protection KLIXON Protectors give motors.

"Klixon Protectors to us are sure-fire all-around safety devices for appliances and electrical equipment. We find electrical equipment using Klixon protectors practically never burn out."



Manual  
Reset



Automatic  
Reset

### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

**KLIXON**

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corporation  
2502 FOREST ST., ATTLEBORO, MASS.

## ECONOMIC CURRENTS

### Production May Outrun Sales

By the McGraw-Hill Dept. of Economics

A MARKED increase in consumer income and retail sales took place in the past three months. This has been most encouraging to retailers. A high level of sales can be expected in the first part of 1953. But merchants should beware of over-optimism. Income and sales are not likely to keep rising as fast as they have been. The spurt is about over. Income and sales can be expected to level out.

Sales of all retail stores were up about 8 to 10 percent in December compared to a year ago. The increase in retail appliance sales does not seem to have risen as much as for other retail stores. Yet total appliance sales are at a high level and inching upward. The power behind the recent climb in sales has been rising income.

#### RAPID RISE IN CONSUMER INCOME

Consumer income soared to a new high this winter after being in the doldrums for about a year. From the middle of 1951 to last fall, consumer income showed very little growth. During the last three months, income has risen at an annual rate of \$7 billion—a remarkable increase.

The main spark behind rising incomes has been the pick-up in industrial production. Factory output leveled off after the middle of 1951 because it was hard to schedule smoothly the production of defense, capital, and consumer goods. As the defense and investment needs became more definite, however, materials and production schedules were worked out. This is what made it possible, after the steel strike was over, for factory production to go ahead full-tilt. This, too, is what brought the sharp increase in consumer incomes and in retail sales.

Although consumer incomes and buying are growing, factory output is pushing ahead even faster than retail sales—at least in some industries. Here is a comparison of recent factory pro-

duction to retail sales in some important consumer lines:

Product	Percent Increase 4th Quarter 1951 to 4th Quarter, 1952	
	Retail Sales (in units)	Factory Production
Automobile	15%	18%
Major Appliances	11	12
Television sets	55	80
Textiles	9	9
Shoes	10	20

We see in the table that the production of major appliances and automobiles is running slightly ahead of sales. Output of television sets and shoes is well ahead of sales. These rates of production cannot long continue without piling up inventory unless consumers go on another large buying spree. Another buying spree seems rather unlikely. Neither government spending nor business investment are increasing enough to bolster consumer income. In fact, both are flattening out. This leaves three possible ways consumers could increase their buying: by saving less, by borrowing more, or through greater output per man hour of work.

#### SAVING MAY DECLINE IN FAVOR OF SPENDING

Less consumer saving in 1953 is a possibility. Savings were unusually high in 1952, above \$3 billion more than the previous year. The rate of savings as a percent of income was also somewhat higher than the long-term normal. This high rate of savings may be cut down somewhat in 1953 in favor of more buying. Just what effect this will have on the kind of goods bought at retail is hard to guess. The bulk of the saving is done by upper income people. In the last couple of years these savers have been putting a larger portion of their money into real estate and businesses. If

(Continued on page 30)







# NEW PRODUCTS! BIG SALES PUSH! feature R & M fans in '53!

## National Push



R & M covers the nation with regular advertising sales messages in leading weekly magazines, home interest monthlies.

## Local Push



Newspaper mats, counter folders, TV film spots, radio spots and decals are all available for your use.

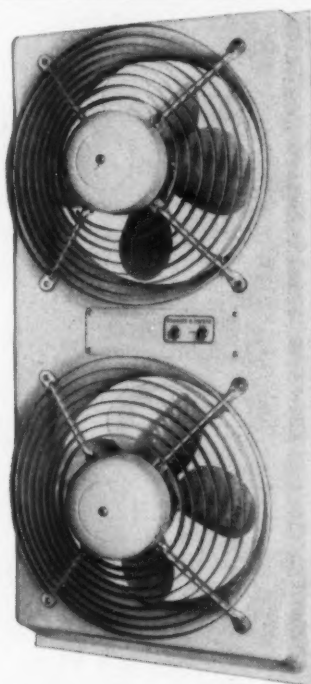
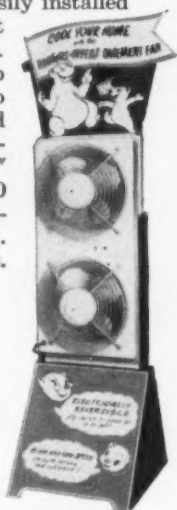
## Point-of-Sale Push



Counter and floor displays that remind, inform and let customers sell themselves by test-using R & M fans.

## NEW Sales Sizzle For a Waiting Market!

This new R & M Casement Window Fan packs real appeal for the new home owner! Has all the quality features that have made standard R & M Window Fans steady sellouts. Easily installed in standard 3-light casement windows. (Panel furnished to fit 4-light.) Two speeds, intake and exhaust. Electrically reversible. 12" twin fans have 2000 CFM delivery. Silver gray finish. Guaranteed 5 years. \$79.95\* retail.

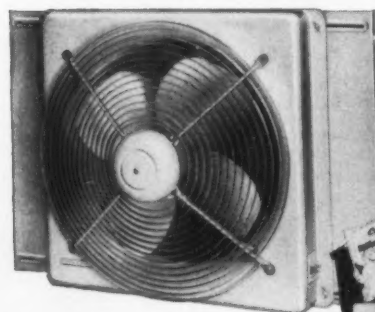


## New Sales Catcher!

Customers try and buy more casement window fans from this display! It wins attention, lets customer operate fan displayed. Fan fastens to sturdy wooden stand, colorful signs screw onto fan panel. Height approx. 6' 6". For details, ask your distributor or write us.

## Two-way Action Socks-up Sales!

18" and 22" R & M electrically reversible Window Fans exhaust stale air, drawing in cooling breezes... reversed electrically, they circulate fresh air. Install with a screwdriver! Two sliding panels adjust 22" fan up to 39"; 18" fan adjusts up to 35". Silver gray finish. Guaranteed 5 years. 18" size 2500 CFM delivery; 22" size, 3400. 18" size \$59.95\* retail, 22" size, \$79.95\* retail.



## Stop Shoppers!

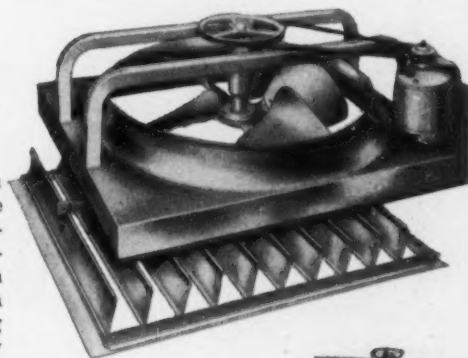
Eye-catching display sells for you on counter, table, or in the window. Two sturdy supports fasten to fan panels. Fan operates in display. 30" high, 27" to 36" wide. Ask your distributor or write for details about this display.



\*Prices and specifications subject to change without notice.

## "Package" Home Cooling Helps Customer Save!

No "extras" to explain when you sell the R & M "Package" Attic Fan! No trap-door, grille, or suction box needed. It's a complete home cooling system! Ideal for low attics and all standard hallways. Rubber-mounted, sound-insulated. Changes air once every minute in average house. Baked enamel (off-white) on shutter and trim. Four sizes with air deliveries from 5000 to 16000 CFM. From \$139.95\* retail, including new automatic shutter.



## Sparks a Trial!

Beams a minimum gross sale of \$139.95\* to your customer's eye! Lets him sell himself! Kiln-dried lumber. Dark green with yellow letters. Size 43" x 47". Ht. 8' 5". Ext. cord incl. Ask your distributor or write us for details.



## First Choice of Thousands!

10" "Quiet" Oscillating Fans. Are in popular demand for home, offices, salesrooms and stores. Smartly styled to blend with modern furnishings. Attractive gun-metal finish with sturdy cadmium-plated guard. Adjustable for stationary or oscillating service. Tilts and locks at any angle. Super-quiet. High-velocity air movement. Guaranteed 1 year. 10" fan, \$17.45\* retail. 12" R & M Quiet Oscillators, \$24.95\* retail. 16" size (5 yr. guar.) \$43.95\* retail.

# ROBBINS & MYERS FANS for 1953

## NEW TV FILMS!

SALES-BUILDING FILMS FEATURING YOUR STORE ARE AVAILABLE ON R & M ATTIC AND WINDOW FANS. WRITE FOR DETAILS, NOW.

Robbins & Myers, Inc., Fan Division  
387 So. Front St., Memphis 2, Tenn.

# HOT OFF GREATEST



**EXTRA** Whirlpool Dealer **EXTRA**

## MARCH PROMOTIONAL PACKAGE

### 6-MONTHS' PROFIT PROMOTIONS

Never before has such power-packed sales ammunition been available to you. Detailed explanation on how and when to use these sales-builders is contained in a Promotional Package. A new edition is issued every month... one for January-February, the second for March, then one for April, another for May and finally one for June.

**Whirlpool** — WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS



# the press! OF ALL SALES PROMOTIONS

will boost your profits with Wonderful

# Whirlpool

Now... the *greatest* line of home laundry equipment is backed by the *greatest* sales promotion in WHIRLPOOL history. It's a *continuous* 6-months' profit-promotion plan for dealers that's really terrific!

It includes everything to get a lot of new business for you. There's a new, colorful movie film, key city newspaper advertising, new co-op ads, radio and TV spots, outdoor advertising, displays and signs, new literature, direct mail and various special promotions. The entire program is explained and described in a big, easy-to-use Merchandising Plan Book supported by detailed monthly promotion packages. In each monthly "kit" there is a "Calendar of Events" which gives you a step-by-step outline on how to use the promotions most effectively.

And behind all this, there is a bigger than ever WHIRLPOOL national consumer advertising program. Get the complete story from your WHIRLPOOL distributor. If you're not a WHIRLPOOL dealer... why aren't you?



Again for 1953, only WHIRLPOOL  
has won the Fashion Academy Award  
for beauty and styling

## AUTOMATIC WASHERS

Only WHIRLPOOL  
has suds-miser, seven  
rinses, agiflow washing  
action, germicidal  
lamp, cycle-tone signal,  
9-lb. capacity and other  
most-wanted features.



## Ask Your Distributor To Show You MOTHER TAKES A HOLIDAY

...a new, 30-minute, color  
movie film which not only  
sells the idea of automatic  
washers and dryers but is  
highly entertaining.

## GAS and ELECTRIC DRYERS

Both models have protective tem-  
pered heat, controlled air circula-  
tion, easy outdoor venting, germi-  
cidal lamp and other exclusives.  
Gas dryer has automatic ignition.

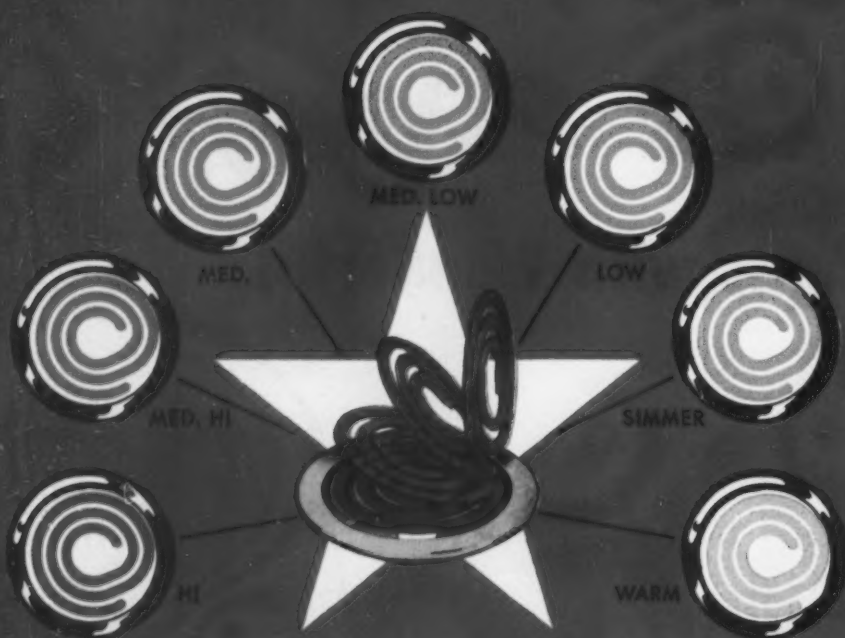
**Whirlpool CORPORATION** St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

IN CANADA: John Inglis Ltd., Toronto, Ontario

Hitch YOUR selling to this STAR feature



"simplified cooking"

exclusive with **TK Monotubes**

## Uniform, ALLOVER heat at EVERY cooking speed!

Smart dealers know it takes *features . . . outstanding features . . .* to sell ranges in volume (and at a profit) in a year of stiff competition like this new one coming up. And they like star features that apply right across the line, from top to bottom. Such a feature is TK Monotubes\* . . . and "simplified cooking".

You'll find several manufacturers featuring Monotubes in their '53 range lines. And what a story you can tell about Monotubes "simplified cooking". Here's something women can understand and appreciate, something *you* can use to advantage in building bigger, more profitable sales this coming year.

**HERE'S WHY!** Monotubes are single-coil surface units. The entire heating surface "heats up" at every cooking speed, for any size utensil that's used. Nothing new to learn . . . nothing special to remember. Foods cook evenly with little or no special attention. It's truly "simplified cooking."

**FAST, ECONOMICAL COOKING!** The broad, flat coil

of Monotubes provides up to 32.8% greater utensil-to-coil contact. More heat goes directly into foods. They cook faster, even on lower heats . . . for real cooking economy. The coil stays flat, gives maximum heat transfer for years, because it floats freely on unanchored support.

**EASY CLEANING!** The exclusive "swivel-action" that lets Monotubes "stand alone" means fast, convenient cleanup. The coil swings up, out of the way. Spillovers can be wiped away quickly, *before* they bake on the drip pans.

**Remember . . .** the star feature that women buy is cooking performance, *not* just heating elements. So . . . hitch up to the "simplified cooking" story in the ranges you sell; it's the sales-clincher that means profitable selling. And, to boost your service and replacement business—it takes only 4 basic units and 9 pans to convert *most* electric ranges in your area to "simplified cooking". Just another star feature that merits your investigation.

\*Trademark Reg. U. S. Pat. Off.



**FERRO**

**TUTTLE and KIFT, INC.**

*A Subsidiary of Ferro Corporation*

1835 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

## Economic Currents

—CONTINUED FROM PAGE 26—

such investments become less attractive as business expansion slows down, what will these people spend their money on? Probably their need for better food or housing is not keen. Some increase in clothing and appliances is probable. Perhaps automobiles, travel, and recreational items will fare best. We might, therefore, look for a small increase in appliance sales due to a lowering of savings this year.

### CREDIT WILL NOT EXPAND RAPIDLY

The big market for appliances is naturally among the middle-income groups, especially the younger families. Some of these families may increase their spending by saving less, but by and large this group relies more heavily on credit. Will they borrow more to continue buying appliances? The answer to this is "yes . . . but." Yes, consumers will continue to borrow to buy more appliances, but at a much lower rate than 1952. Installment credit soared up by \$2 billion last year, most of it during the late summer and fall. This is a record increase in consumer credit. True, consumer income also soared upward, a little later. In fact, it looks like consumers anticipated their increased income by borrowing against it.

Some further increase in consumer income is possible during the next few months. A very large number of union contracts come up for wage negotiation this spring. Beyond some wage increase, however, further growth in income is likely to be slow. We have very full employment. Working hours have risen from 40 hours a week last summer to 41 hours. There is not much more slack to be taken up. This means that consumer income will be fairly steady, rising only slightly. The relation of consumer debt to income is already up to its long-term normal. The result is that the buying of appliances on credit may increase somewhat, but more slowly than last year.

### RIISING EFFICIENCY MAY HELP SALES

The third source of growth in appliance sales is through greater industrial efficiency. An increase in the output per man hour of work can slowly raise appliance sales in two ways. Greater output per man hour in the manufacture of appliances can make them available at lower prices. Or secondly, greater output per man hour in other industries can increase the wages and purchasing power to buy appliances. In the long run this increase in output per man hour is the real source of all our economic growth. But in any one year, the growth is fairly slow—amounting to an average increase of perhaps 2 or 3 percent.

All things considered, the outlook is for slowly rising appliance sales. The only visible problem is the possibility of production and inventory outrunning sales. Other than this, the months ahead should be smooth and cheerful for electrical dealers. **End**



*year in . . . year out . . . more and more  
appliance manufacturers  
turn to*

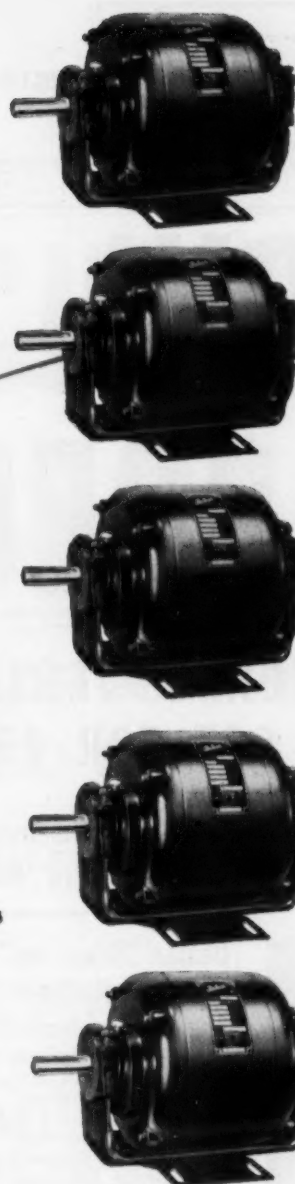
## PACKARD ELECTRIC MOTORS

Manufacturers who produce motor-powered products in volume know from experience the advantages of using motors of Packard Electric. A motor especially adapted to the product fits better in the space available . . . provides correct starting and operating torques . . . is built to stand up on the job.

If you manufacture a motor-powered product, Packard Electric engineers can help . . . can design the motor that will assure you of satisfactory product performance for your customers. And Packard Electric, with its tremendous facilities, can mass produce the motor for you—at low cost.

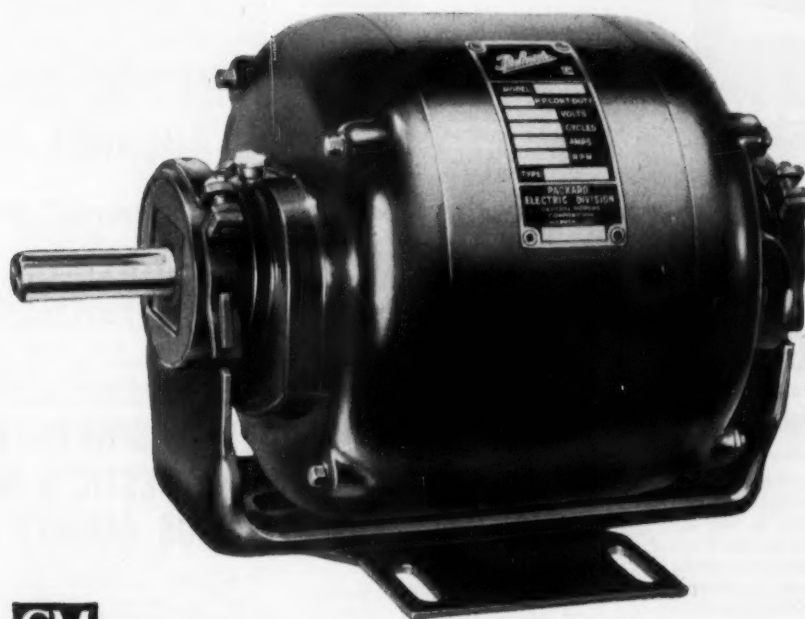
That's why we suggest you talk with Packard Electric about any motor problem. Packard can provide the right motor for you.

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-SIX YEARS



**for:**

DRYERS  
WASHERS  
IRONERS  
WATER PUMPS  
LAWN MOWERS  
OIL BURNERS  
BLOWERS  
VENTILATING UNITS  
STOKERS  
DISPOSAL UNITS  
BENCH TOOLS  
COMPRESSORS  
MILKING MACHINES  
CREAM SEPARATORS



*Packard*  
REG. U.S. PAT. OFF.  
TRADE MARK

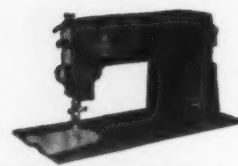
Packard Electric Division  
General Motors Corporation  
Warren, Ohio

4-star



special

DOMESTIC

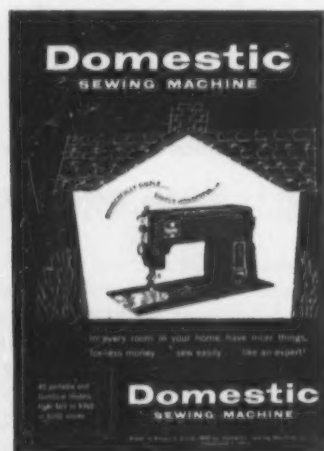


DOMESTIC SEWING MACHINE

# NOW...SELL EVERY PROSPECT WITH ONE

## POWERFUL NEW ADVERTISING CAMPAIGN SET FOR 1953

LIFE Magazine Added to Schedule as Domestic Takes Sewing Machine Story into Customers' Homes



Reduction of typical page ad in national advertising for 1953.

## NEW AD FORMAT IS ATTENTION-GETTER

### Campaign termed "distinctive"

Domestic's 1953 advertising campaign was specifically designed to bring the name Domestic to the attention of the American public with maximum impact. An unusual white on black layout, in these new ads, features the new Domestic 725 "Streamliner" sewing machine.

There is no doubt that Domestic's 1953 advertising will do much to achieve the consumer recognition for the Domestic brand name that is so important to a profitable sale.

## Dealer "Dress-up" Displays Support National Advertising

A hard-hitting, sales-producing advertising program, 50% larger than in 1952, is the good news announced by Domestic Sewing Machine Co., Inc., of Cleveland.

"We will be reaching more people, more prospects than ever before," said J. C. Roeder, Advertising Manager.

"In addition to our entry in LIFE with a schedule including full pages," continued Roeder, "Domestic will carry its advertising in McCall's, Woman's Home Companion, Good Housekeeping, and two pattern books, McCall's and Simplicity.

"Also on our schedule are regular insertions in Woman's Day, Family Circle, True Story, Country Gentleman, and National 4-H News," said Roeder.

"We at Domestic," he continued, "have always provided dealers with 'specially created' dealer promotions. We will continue to do this in 1953.

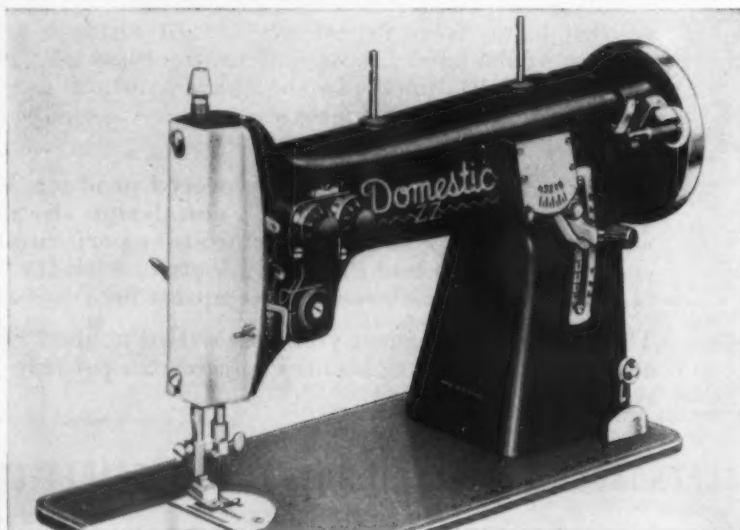
"Further, our liberal co-operative advertising and point-of-sale programs will be stimulated with new local advertising mats and a selection of unusual 'advertising idea suggestions' that permit dealers to prepare effective ads for local use, the way they want them.

"In addition to this," added Roeder, "we are providing specification sheets, in full color, for every machine in the Domestic Line, and a new colorful consumer folder."

The first of Domestic's 1953 "store dress-up" packages available to dealers will be announced soon.



J. C. Roeder  
Adv. Manager



The new Domestic "Imperial", zig-zag-type machine, made in the Karlsruhe-Durlach region of western Germany for Domestic Sewing Machine Co., Inc.

## DOMESTIC ANNOUNCES NEW ADVANCE-DESIGN ZIG-ZAG MACHINE

Domestic's "Imperial" Sews All Z-Z Stitches on Both Sides of Needle

Domestic's new Zig-Zag sewing machine bears this famous American brand name, backed by the guarantee of an American sewing machine manufacturer with more than 85 years' experience in the business. This provides the basis of confidence

which customers look for in a sewing machine.

That's the strong sales story of Domestic's new Zig-Zag "Imperial" made for Domestic, in Germany, to rigid Domestic specifications.

The "Imperial" is made for both straight and zig-zag sewing. It features a non-clogging shuttle, and drop feed for mending, with handy lever on the bed.

The motor is quiet, with excellent speed control. A lever permits forward and reverse sewing. The front-threading needle delivers a lock stitch on both sides of the needle in zig-zag sewing. Numbered tension regulators permit adjustment for each of two threads. The round bobbin is easily removed from the front of the machine.

The "Imperial" is available in three cabinet styles and a portable model.

## ALL CABINETS BUILT IN DOMESTIC'S WORLD FAMOUS CABINET SHOP

Domestic cabinets are a sales "plus." In Domestic cabinets, quality is rigidly controlled. No nails are used; all joined parts are tenon-groove construction, reinforced. All finishes are hand rubbed to a durable satin finish. When you sell Domestic you sell a fine piece of furniture as well as a fine sewing machine.

**ATTENTION! FOR DEALERS WHO WANT IMMEDIATE ACTION, WRITE: C. A. LANGE,**

(ADVERTISEMENT)



# HEADLINERS

4-star

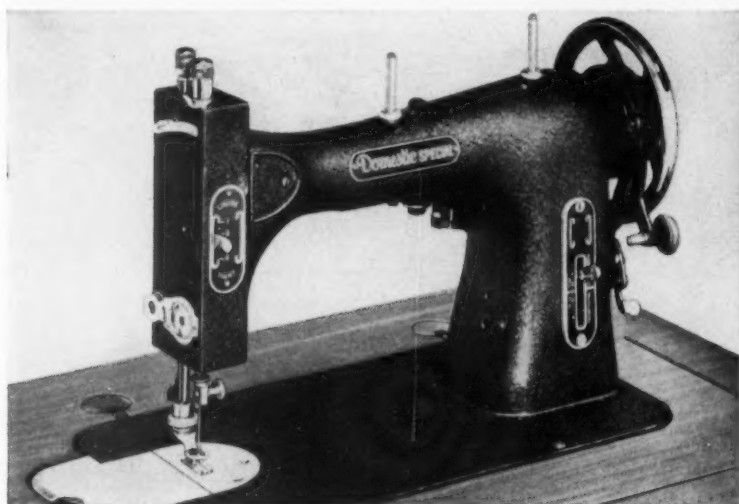


special

CO., INC., CLEVELAND 1, OHIO

# SEWING MACHINE LINE... DOMESTIC

**FOUR SEWING MACHINE HEADS PROVIDE FORTY  
DOMESTIC MODELS PRICED FROM \$69 TO \$369**



Low-cost, high-value, full rotary "Special" steps up dealer store traffic.

## GET READY FOR ACTION WITH THIS FULL ROTARY PROMOTION MODEL

**Advertise This Model to Your Customers at Promotion Prices.  
Available in Portable and Two Cabinet Models**

Imagine! A full rotary sewing machine selling at promotion prices. The Domestic "Special" is loaded with top-price features: forward and reverse lever, stitch length indicator (for both directions), and automatic bobbin winder.

There's an extra-large handhole cover for easy bobbin removal, plus Domestic's exclusive 4 point feed and floating presser foot, and 2 revolving spool pins.

The 159 "Special" is available in

desk and console models, and comes in walnut, maple or mahogany finish.

Lowest priced "Special" is the portable, with its handsome luggage-type carrying case.

For 1953, Domestic offers sewing machine dealers the outstanding profit-making franchise in the industry. The Domestic full rotary "Special" is the traffic-building extra that produces. It's only one example of the Domestic 1953 program keyed to meet dealer needs.

### BULLETIN!

Domestic's 1953 Line includes Rotary Promotion Models and an Advance-Design Zig-Zag machine, with interchangeable heads, cabinets, and finishes. This gives tremendous sales possibilities never before available... assures new, low dealer handling costs.

## NOW! ALL MODELS FROM ONE USA SOURCE

**Uniform Guarantee Backed by 85 Years'  
Sewing Machine Manufacturing  
Experience**

Dealers selling the 1953 Domestic Line have the advantages of doing business, from promotional models to Zig-Zag machine, with a single American source.

This was the view expressed recently by Dodge Barnum, President of Domestic Sewing Machine Co., Inc., of Cleveland, Ohio.

"For the first time," said President Barnum, "American dealers can sell, with absolute confidence, a Zig-Zag sewing machine backed by the uniform guarantee of 85 years of American sewing machine manufacturing experience."

"With today's narrowing of profit margins, it becomes increasingly important to the appliance dealer," he said, "to maintain a reliable pipeline of supply for machines, spare parts, and advertising and sales promotion support."

"Domestic, with its new, complete line of sewing machines," said Barnum, "is again geared to provide dealers with what they need to make sales at a fair profit."



Dodge Barnum  
President

## SALES PROGRAM KEYED TO '53 DEALER NEEDS

The 1953 Domestic Line combines lower dealer inventory costs with a complete line appeal to assure a sales opportunity, second to none, for Domestic sewing machine dealers!



C. A. Lange  
V. President

"We have added a full rotary promotion model in the low-price field, and a Zig-Zag machine to complete the line," said C. A. Lange, Vice President in charge of sales.

"This is the first time in the history of the industry," he said, "that dealers have had the tremendous advantage of selling, under a single American brand name, a line of machines that equals or exceeds the advantages of all competitive lines put together."

"With 4 heads, 40 models, and 6 finishes," Lange continued, "a Domestic dealer can now show a full selection of sewing machines to meet every budget and every sewing need."

The 1953 line features desk and console models in maple, walnut, mahogany, blonde, Avodire, and French Provincial.

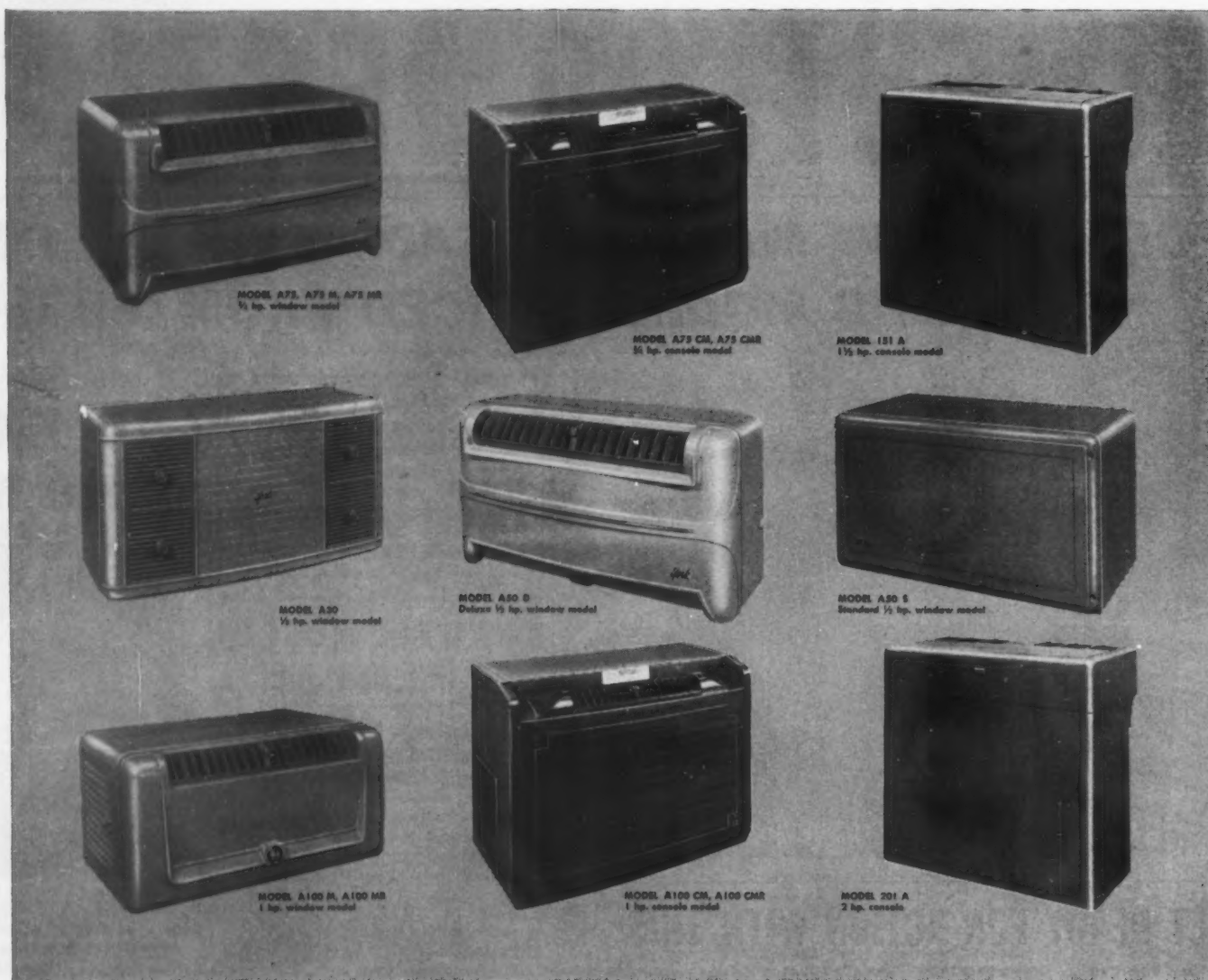
"The 725 'Streamliner' sewing machine, for example," said Vice President Lange, "can be installed in 8 cabinet styles with 6 finishes. The 153 'Deluxe' machine fits 10 cabinet styles in 6 wood finishes."

**VICE PRESIDENT, DOMESTIC SEWING MACHINE CO., INC., CLEVELAND 1, OHIO**

(ADVERTISEMENT)



# COMING ... THE BUSIEST SEASON IN YORK DEALERS' HISTORY



## The York Dealer is sitting pretty

He has the biggest line in York history . . . a model for every customer need. His distributor backs him up with a service organization schooled to the high standards that have made York the name for dependability in air conditioning. He will sell (at full profit) every unit he buys.

## It's good to be a York Dealer

He has the full support of an organization, educated and developed for 68 years in one field . . . mechanical cooling. York makes available sales promotion material that really promotes sales . . . and backs him with an advertising program that creates customers all year long.

*Specifications and models subject to change without notice*



THE BIG ADVANCES COME FROM

# YORK

HEADQUARTERS FOR MECHANICAL COOLING . . . SINCE 1885



# Amana

## FOOD FREEZERS

America's most  
copied food freezer

**outsells, outperforms  
all other food freezers!**

**here's why:** Power-packed advertising:  
Customers are pre-sold on Amana performance and efficiency by a nationwide advertising program. More prospects, easier sales.

Proved superior by tests: Nationally recognized testing laboratory results proved the Amana Upright *best by test*, freezes larger quantities

of food faster, better, more economically than other leading brands tested.

Dealer profits assured: Your big-volume, wide-margin profits are not cut into by trade-ins, service and installation costs or price-cutting.

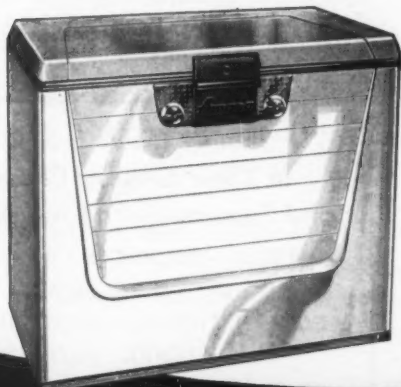
Special, starting Thursday, February 19th. Now KATE SMITH sells AMANA FREEZERS on the "KATE SMITH HOUR," NBC Television, Coast-to-Coast every Thursday, 4:15 P.M., E. S. T.

### best designed...best engineered

Amana, made famous by a sound combination of practical design with engineering superiority. Nationally advertised... featured on radio and television.

The step-up line of food freezers. Amana's complete range of prices and models, including popular chest styles and "Sharp freeze" uprights gives the Amana dealer a higher average unit sale and higher average unit profit.

AMANA REFRIGERATION, INC., AMANA 16, IOWA  
World's largest exclusive manufacturer of food freezers



REPLACEMENT OR REFUND OF MONEY  
**Guaranteed by  
Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

**Amana**  
the only freezer  
to receive the famous  
Fashion Academy Award

BACKED BY A CENTURY-OLD TRADITION OF FINE CRAFTSMANSHIP

# Neighborhood News

FOR APPLIANCE DEALERS

PRESENTED BY

*Family Circle*

MAGAZINE



## Appliance Dealers Call Supermarket Ideal Neighbor

Family Circle's researchers asked 161 appliance dealers in 54 cities, "If you were to relocate your store, next to which store in your neighborhood would you want to move?" Two out of three replied, "supermarket or chain grocery." Most dealers gave customer traffic as the main reason.

Furthermore, appliance dealers say their best potential customers are families who shop in supermarkets and chain grocery stores. Family Circle Magazine is sold exclusively at the check-out counters in 8500 stores of 14 leading grocery chains. That's why so many appliance manufacturers recognize Family Circle as an ideal advertising medium to reach your best customers. Family Circle's attractive display cards are available to you FREE.

## LATE NEWS FLASH

### 600,000 Circulation Gain for 1952 Scored by Family Circle!

With a circulation increase of 600,000 new readers during a twelve-month period, Family Circle gained more new readers during 1952 than any other magazine in the country. All these new readers are supermarket shoppers whom appliance dealers say are their best customers.



**Ever launder a coat?** Jessie Bakker shows how in March Family Circle. For free, easel-mounted reprints write Miss Bakker, Family Circle, 25 West 45th St., New York 36, N. Y.

## R. J. Watts finds 70% of his customers live within 1½ miles of his appliance store

### Survey reveals Family Circle readers live in the same neighborhood as Oakland dealer's best customers

OAKLAND, CAL.—Mr. R. J. Watts, veteran of 22 years selling appliances, was amazed to find that 70% of his customers live within 1½ miles of his store. This was established by Family Circle Magazine as part of a continuing study to find the pattern of "customer concentration" among appliance store customers.

Mr. Watts' store, The Fair, is located at 5701 San Pablo Avenue in Oakland. Before beginning the survey, Family Circle's researchers asked Mr. Watts where he felt his best customers live. He commented, "I have very little neighborhood trade." Then, taking several hundred of Mr. Watts' most recent sales checks, Family Circle's researchers spotted the addresses on a map of Oakland. The survey proved that 70% of Mr. Watts' customers live within a 1½ mile radius of his store.

A Safeway supermarket is 3 blocks from Mr. Watts' store. The study shows that 78% of the housewife-shoppers who buy Family Circle Magazine at the neighborhood Safeway super-

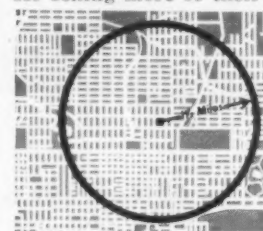


R. J. Watts, owner of The Fair in Oakland, who found that 7 out of 10 of his appliance customers live within 1½ miles of his store.

### 4,000,000 Circulation Guaranteed By Family Circle Magazine

This new circulation guarantee became effective on January 1, establishing Family Circle as the biggest supermarket magazine. Family Circle now ranks among the first five national magazines in America, according to current circulation guarantees.

market live within 1½ miles of Mr. Watts' appliance store. These amazing results certainly indicate that appliance advertising in Family Circle—one of America's five largest magazines—reaches his best customers. They also convinced Mr. Watts that Family Circle merchandising materials are of great value to dealers for selling more of their appliances advertised



in Family Circle Magazine.

In case after case Family Circle's continuing national study shows that, on the average, 3 out of 4 Family Circle reader-families live within 1½ miles of a neighborhood appliance store. No wonder more and more appliance manufacturers are advertising their products in Family Circle, and appliance dealers everywhere are merchandising this advertising for bigger appliance sales.

### WEAR-EVER ALUMINUM JOINS FAMILY CIRCLE; TWO-COLOR ADVERTISEMENTS IN MARCH, MAY

Recognizing the importance of Family Circle's neighborhood customer concentration, Wear-Ever Aluminum starts its schedule in the March issue, with a ½-page, two-color ad featuring coffee makers and a pressure cooker. A full page will appear in May.

### Family Circle is Sold in These Grocery Chains and Supermarkets Exclusively:

- ALBERS • AMERICAN • BOHACK •
- BUTT • DIXIE HOME •
- FIRST NATIONAL • GRAND UNION •
- HILL • JEWEL • KROGER •
- RED OWL • SAFEWAY •
- WEINGARTEN • WINN AND LOVETT •



**Family Circle Magazine's** reader-families are appliance-buying families. Here's why: 54.6% own their own homes; 59.9% have one or more children; their average annual income is 28% higher than the national average. These 4,000,000 families are concentrated in the neighborhoods around tens of thousands of appliance stores—they are *your* mass market for appliance sales.

**FREE  
DISPLAY  
CARDS  
FOR  
COUNTERS  
AND  
WINDOWS**

*Yes, I want the free display cards with appliance advertisements from the March issue of Family Circle. Please send me the ones checked:*

- |                                                                       |                                                                  |
|-----------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> WEAR-EVER COOKING UTENSILS<br>How many _____ | <input type="checkbox"/> LEWYT VACUUM CLEANERS<br>How many _____ |
| <input type="checkbox"/> SPEED QUEEN WASHERS<br>How many _____        | <input type="checkbox"/> WAGNER SKILLETS<br>How many _____       |

NAME \_\_\_\_\_  
STORE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



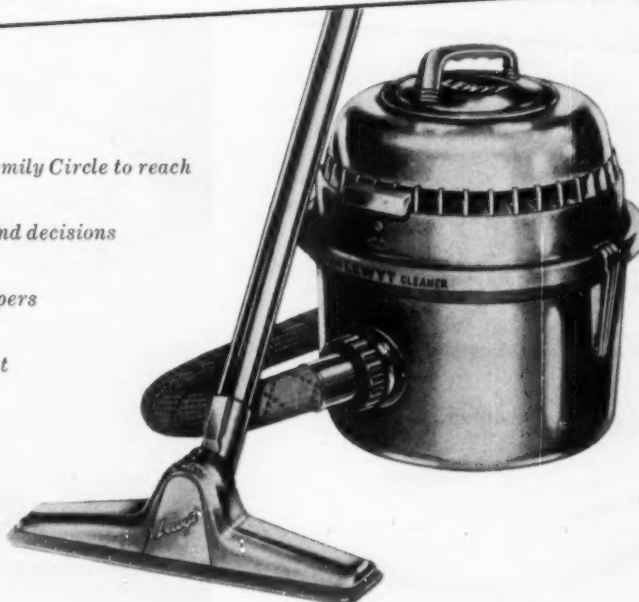
as advertised in *Family Circle*  
MAGAZINE



*the best in cooking utensils."*

as advertised in *Family Circle*  
MAGAZINE

*Lewyt advertises regularly in Family Circle to reach  
into the homes and affect the brand decisions  
of the 4,000,000 housewife-shoppers  
who are among their dealers' best  
potential customers.*



Calling all  
COFFEE  
LOVERS.



You get more flavor per pound with a Wear-Ever coffee-maker. That's because these coffee makers are college-educated, based on scientific research by a well-known university to find out the exact construction for making the best coffee. Get a Wear-Ever perk or drip and you will be sure of making perfect coffee every time.



**WEAR-EVER**  
Aluminum...Friendly to Food

# LEWYT

WORLD'S MOST MODERN VACUUM CLEANER

**NO DUST BAG TO EMPTY!**



**IT'S QUIET**

**IT'S POWERFUL**

[illegible]

DO IT with  
**LEWYT**

<sup>40</sup> 19801 Write for colorful 16-page booklet "Home Cleaning Made Easy".  
LEWIS CORPORATION, Vacuum Division Div., 78 Broadway, Brooklyn 31, N.Y.

**Family Circle's  
Customer Concentration  
Means More Sales For You**

Housewife-shoppers buy Family Circle Magazine in the super-market or chain grocery store in your very own neighborhood. Three out of four of these women may live within a mile and a half of your store...in neighborhoods where you get your best customers. Take advantage of Family Circle's influence with these families by featuring the appliances advertised in Family Circle.

**FREE  
DISPLAY  
CARDS  
FOR  
COUNTERS  
AND  
WINDOWS**

JUST FILL IN AND MAIL COUPON

Merchandising Dept., Family Circle  
25 West 45th Street, New York 36, N.Y.

Yes, I want the free display cards with appliance advertisements from the March issue of Family Circle. Please send me the ones checked:

☐ WEAR-EVER COOKING  
UTENSILS

How many \_\_\_\_\_

☐ SPEED QUEEN WASHERS

How many \_\_\_\_\_

☐ LEWYT VACUUM  
CLEANERS

How many \_\_\_\_\_

☐ WAGNER SKILLETS

How many \_\_\_\_\_

NAME \_\_\_\_\_

STORE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_



as advertised in *Family Circle*  
MAGAZINE

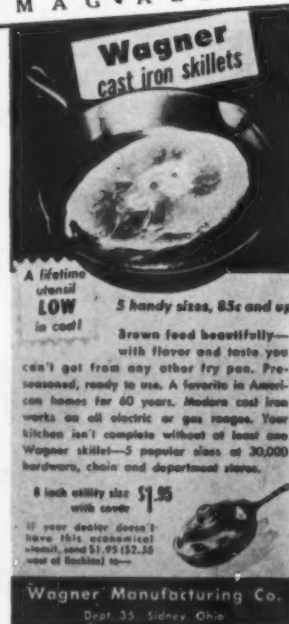


Speed Queen begins its fourth  
year as a regular advertiser  
in Family Circle with this  
advertisement. Speed Queen  
realizes that Family Circle's  
housewife-readers represent a  
selected, concentrated audience  
of appliance customers.



as advertised in *Family Circle*  
MAGAZINE

Again this year, advertisements for Wagner  
skillets will be seen and read by Family Circle's  
4,000,000 housewife-shoppers...a mass  
market for all equipment used in and around the home.



Appliance advertiser  
using sectional  
editions of  
Family Circle:

AMERICAN FIXTURE COMPANY

"Chromcraft" is advertised  
in the editions of Family Circle  
sold in all Albers Supermarkets  
and Jewel Food Stores.



*Announcing the Sensational New*  
**TOASTMASTER**  
*Super De Luxe Toaster*

*World's only toaster with amazing new*

**POWER-ACTION**

**Takes the bread  
right out of your fingers!**

***NEW!***

New fascination for your customers. The amazing ease and speed of Power-Action are sure to attract, interest, and convince. A potent new force at the point of sale.

***NEW!***

New inside and out. The result of over 30 years' research and development by America's pioneer producer of automatic toasters.

***NEW!***

New, hard-hitting national advertising (see inside). Powerful promotion will continue to presell this brand—maintaining its position as highest in turnover . . . lowest in sales cost.



# Introducing the most distinctly

NEW

## Toastmaster *Super De Luxe Toaster*



\$27.50

Fair Trade Price

THE RESULT OF OVER 30 YEARS' RESEARCH AND

**FAIR TRADE NOTICE** . . . The retail and wholesale prices of "Toastmaster" Products are established in all states having Fair Trade Laws as permitted thereby. Under most Fair Trade Acts contracts are as binding on those who do not sign as on those who do and require that "Toastmaster" Products be sold in accordance with the prices listed on the enclosed price sheet.



# y different toaster in the world

with amazing ease and astonishing speed

## ***POWER-ACTION***

# Takes the bread right out of your fingers!



Power-Action automatically...



lowers bread for you...



starts it toasting...



serves it up fast—*all by itself!*

HERE'S the newest, most exciting experience in toast-making. You begin to lower bread into the new "Toastermaster"® Super De Luxe Toaster... and zip! Suddenly, you realize the bread has been pulled down into the toaster. That's Power-Action at work!

Here's what happens. As the bread touches the bread carriage an electric motor instantly pulls it down into the toaster and turns on the current. The motor does the work. Thick slices or thin, moist breads or dry—Power-Action rushes them down into the toaster. Toasting starts immediately. When done to perfection—light, dark, or in-between as you prefer—toast glides up quickly, smoothly, and extra high.

That makes it easy to remove smaller pieces of toast.

Toast is ready to eat *hot, fresh, crunchy*—the way it tastes best. The only way it's truly delicious. There's no delay in starting. Bread toasts fast—and is served up in a jiffy.

For yourself or as a gift there's nothing finer than the new "Toastermaster" Super De Luxe Toaster. It's as automatic as it is humanly possible to make an electric toaster. It's built to give the lasting service that has resulted in more people owning "Toastermaster" Toasters than any other kind. Ask your dealer to show you Power-Action at work. You're in for a happy surprise!

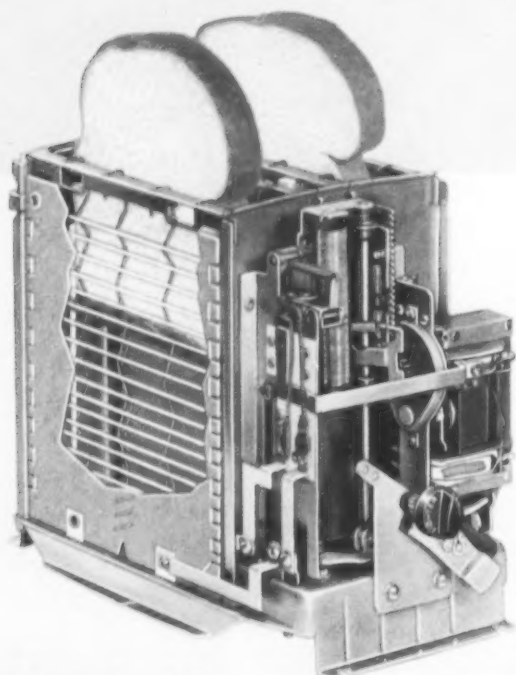
**NEW** **TOASTMASTER** *Super De Luxe Toaster*

TOASTMASTER PRODUCTS DIVISION, MCGRAW ELECTRIC COMPANY, ELGIN, ILL. © 1953

\*"TOASTMASTER" is a registered trademark of McGraw Electric Company, makers of "Toastermaster" Toasters, "Toastermaster" Water Heaters, and other "Toastermaster" Products.

DEVELOPMENT BY AMERICA'S PIONEER PRODUCER OF AUTOMATIC TOASTERS

# Here's **POWER-ACTION** at work!

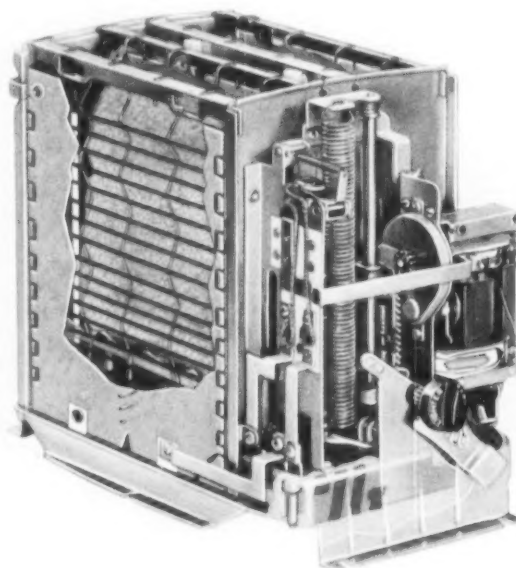


**Gets bread down fast!** Power-Action is simplicity itself. You merely place bread in either slot. Instantly, the weight of the bread puts an electric motor into operation, rushing the bread down into the toaster. Motor turns off, main switch closes, and toasting begins *immediately*. *There's no waiting.*

**Toasts it perfectly!** As toasting starts, an auxiliary heater element is energized in the "heat-up, cool-off" timer that controls toasting time.

This auxiliary heater element heats up the bimetal thermostat of the Flexible Timer. Duration of the heat-up cycle varies, compensating automatically for voltage variations and the heat of the toaster *to allow just enough time for perfect toast.*

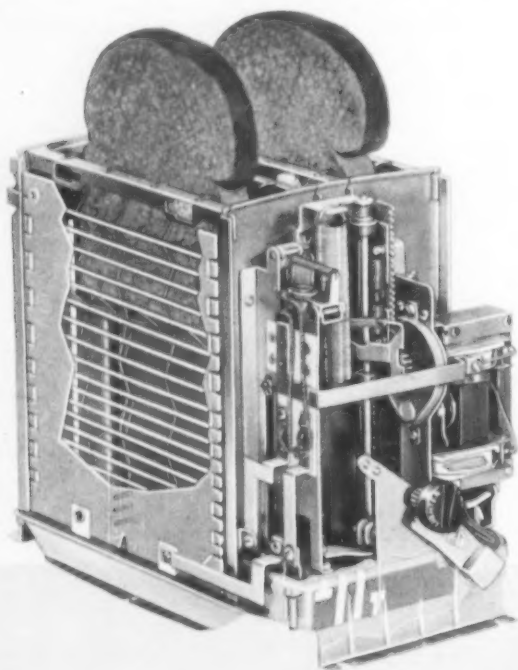
About 25 seconds before toasting is completed, the heat-up cycle ends and the timer begins the cool-off cycle. This cool-off cycle completes the toasting and readies the control for the next toasting operation.



**Gets it up fast!** When the cool-off cycle ends, the timer trips the release mechanism. This opens the main switch, turns the heating elements off, and the toast is served up instantly! Toast is served up *hot*—the way it tastes best. The motor rotor acts as a brake to cushion the upward stroke.

When toast is lifted out, the toaster is ready immediately for another toasting operation.

NOTE: At any time during toasting, toast may be released by simply pressing the Toast Control Dial on the front of the toaster. This raises the toast and turns current off.



Order the NEW  
**TOASTMASTER** *Super De Luxe Toaster*  
 from your wholesaler, NOW!



# LOOK AHEAD

1 YEAR

5 YEARS

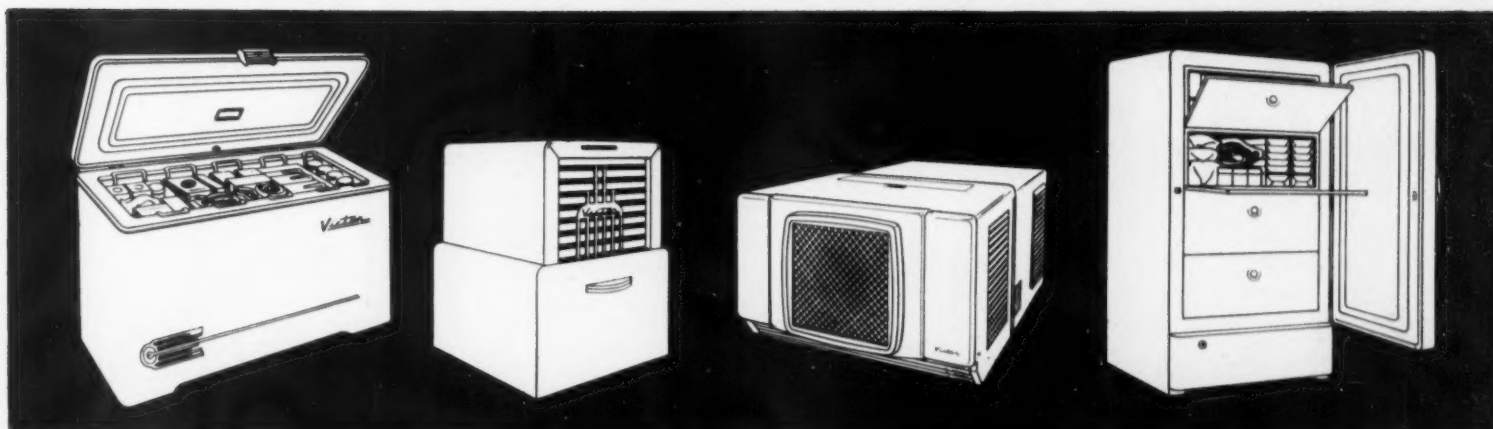
10 YEARS

*-and you'll buy Victor today*

... The Complete Line

... The Heavily Advertised Line

... The Dependable Line



**F**irst in quality—design—value—sales features . . . That's what the VICTOR trademark stands for on VICTOR Quickfreezers, Dehumidifiers, and Room Air Conditioners. With a record of over 30 years of leadership in the low temperature cooling field, VICTOR is forging ahead for the future . . . new fast selling designs, backed by impressive national advertising to tell and sell millions of Americans.

Look ahead . . . 1 Year . . . 5 Years . . . 10 Years. Send for details on the complete VICTOR line . . . the valuable VICTOR Franchise.

## VICTOR PRODUCTS CORPORATION HAGERSTOWN, MARYLAND

Gentlemen: Please send details on the products listed below.

- ☐ Chest Type Quickfreezers
- ☐ Upright Quickfreezers
- ☐ Dehumidifiers
- ☐ Room Air Conditioners

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

FIRST NAME  
IN  
QUICKFREEZERS

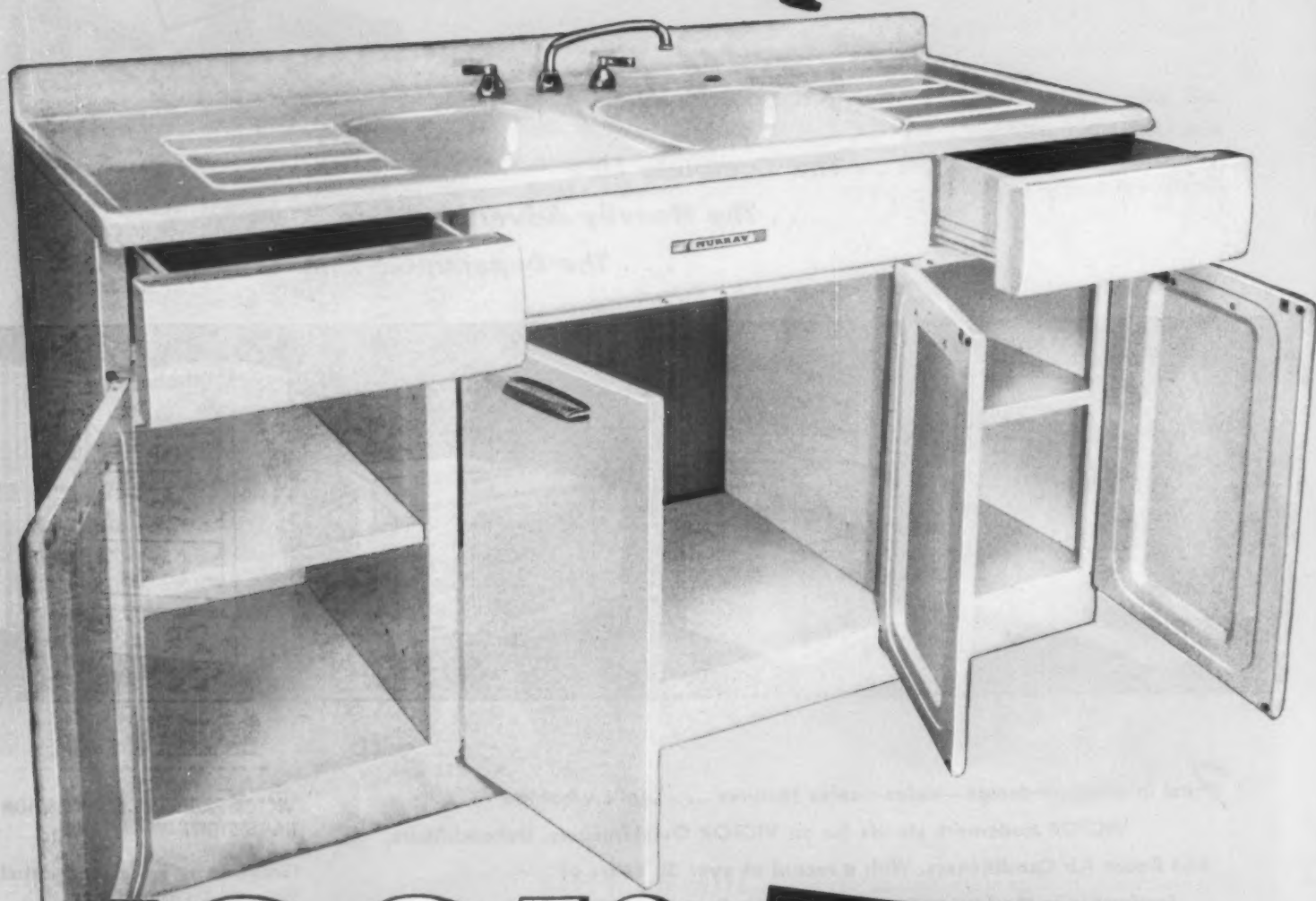


UNSURPASSED QUALITY  
and Value in FREEZERS  
DEHUMIDIFIERS - AIR CONDITIONERS



VICTOR PRODUCTS CORPORATION • HAGERSTOWN, MARYLAND

# Murray hits



**\$139<sup>50</sup>**

Suggested retail  
price

★

Slightly higher  
west of the  
Rockies.

**Designed for efficiency**

**Designed for beauty**

**Designed to sell**

*No one makes kitchens like*

*from your wholesaler, NOW!*



# the mark-AGAIN!

## WITH THIS "3-STAR SPECIAL" TWIN-BOWL CABINET SINK PROMOTION

Here's a profitable promotion package that will bring customers in to buy!

It's the Murray 3-Star Special—a handsome Murray cabinet sink with all the selling features . . . and a sensational price.

Full 66" width—over 18 cubic feet of storage space . . .

Huge twin bowls and drainboards . . .

All the quality and features that you'd expect to sell for up to \$40 more!

Here are the other features that Murray is famous for . . .

- solidly constructed of heavy-gauge steel
- acid- and stain-resistant porcelain enamel tops
- rounded snag-proof corners
- plus more than 15 additional selling features
- and you get full promotional support—all wrapped up in one package.

Write, wire or phone Murray or your Murray distributor today for complete details about this record-smashing promotion and the sales and advertising helps available.

### Only Murray builds complete kitchens like this

No matter how big or small your customers' kitchens may be, the complete, flexible Murray line allows you to fit their requirements exactly.

#### THE MURRAY LINE INCLUDES:

● All-steel wall cabinets, die made for smooth contours. Finished in high-baked gleaming white enamel. Full range of sizes and designs.

● Base cabinets of heavy-gauge steel topped with rugged Vinyl plastic in a choice of 8 decorator colors—*And there is no extra cost for this sales-producing color!*

● Cabinet sinks in a range of sizes and styles to suit every homemaker's need. Packed with sales-appealing features. Cabinet makes these the most practical (as well as *beautiful*) sinks ever built.

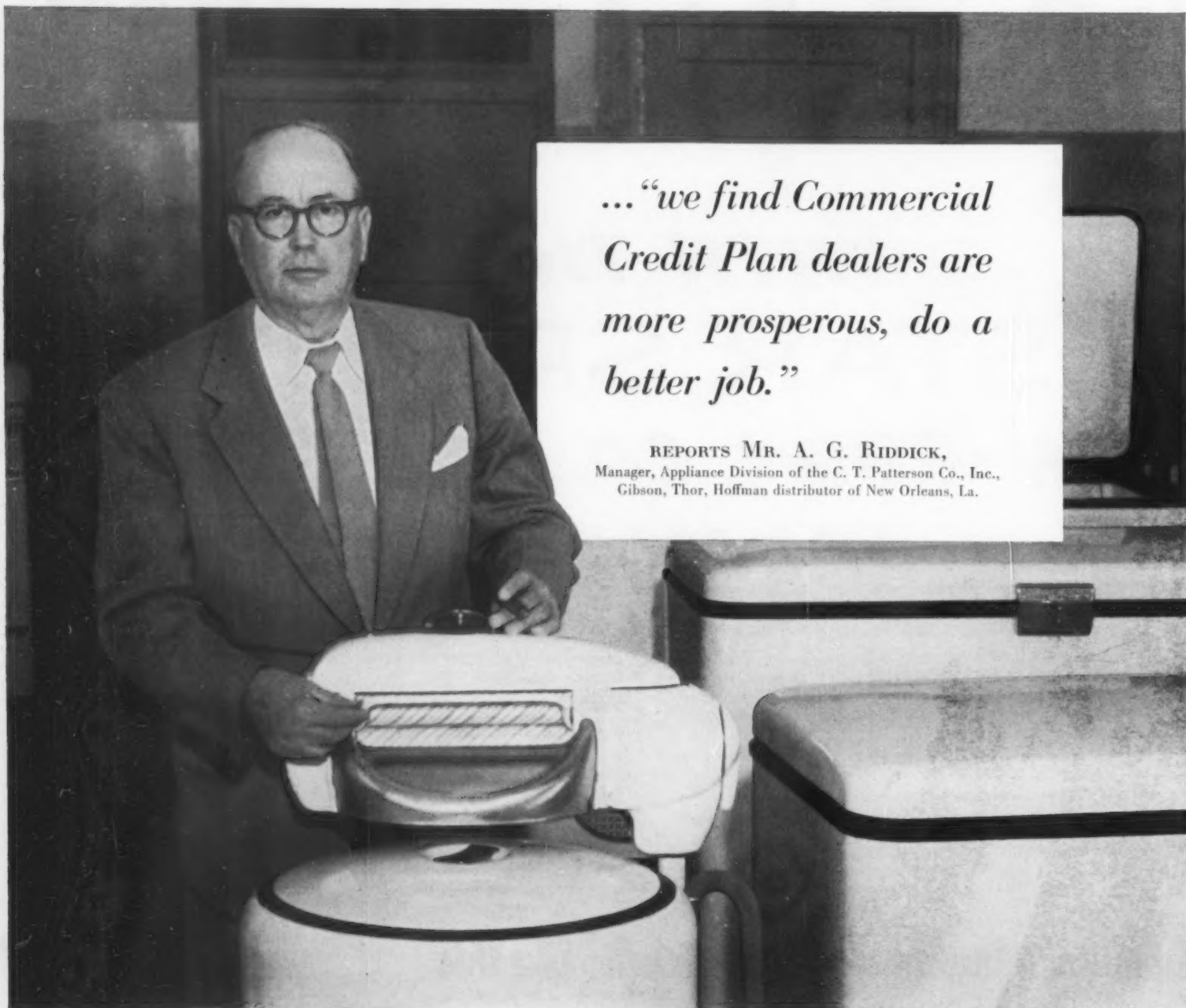
● High-speed electric ranges and Streamlined gas ranges . . . there's a Murray model for every need, every budget!



# MURRAY

THE MURRAY CORPORATION  
OF AMERICA

Home Appliance Division  
Detroit 11, Michigan



*...“we find Commercial Credit Plan dealers are more prosperous, do a better job.”*

REPORTS MR. A. G. RIDDICK,  
Manager, Appliance Division of the C. T. Patterson Co., Inc.,  
Gibson, Thor, Hoffman distributor of New Orleans, La.

AS SPOKESMAN for this fifty-five year old house, 24 years in the appliance business, Mr. Riddick is well-qualified to comment. For in 18 of these 24 years, C. T. Patterson has been a consistent user of the COMMERCIAL CREDIT PLAN in serving the New Orleans trading area and southern Mississippi and Louisiana. In his own words, here's what Mr. Riddick says: *“We find dealers using your Finance Plan are more prosperous and do a better job than those who are poorly financed and use their own sources. We want to work closely with you because that is the best way to build volume.”*

If you aren't already enjoying the many benefits of the COMMERCIAL

CREDIT PLAN, it will pay you to consider the advice of veteran appliance men like Mr. Riddick. COMMERCIAL CREDIT's *complete* wholesale and retail “packages” alone are valuable benefits. In addition COMMERCIAL CREDIT PLAN gives you *positive* protection for your working capital . . . offers you its complete nationwide facilities for speedy credit investigations and collections. Why not make the COMMERCIAL CREDIT PLAN your plan for 1953?

Ask your distributor for a copy of “Buy and Sell with Sound Financing,” or call your nearest COMMERCIAL CREDIT office today.

*More appliance dealers use Commercial Credit financing than any other national plan*



**COMMERCIAL  
CREDIT  
CORPORATION**

A service offered through subsidiaries of  
Commercial Credit Company, Baltimore  
... Capital and Surplus over \$125,000,000  
... offices in principal cities of the United  
States and Canada.



**International  
Harvester  
announces  
5 all-new  
products  
for 1953**



**5** big reasons  
why dealers  
everywhere  
will be  
saying  
"It's IH for me  
in '53"

**NEW  
FOR  
'53**

**THE MOST SENSATIONAL  
CHANGE IN BASIC DESIGN SINCE THE  
REFRIGERATOR WAS INVENTED!**

# New Decorator Refrigerator

This revolutionary, new idea actually enables a woman to make her refrigerator a feature of her kitchen decoration. She can match it with her curtains—blend it with her color scheme—use any pattern or color of fabric she chooses. That's why the new Decorator Models will be the most-talked-about refrigerators in the country. Think of the inquiries dealers will have! Think of the store traffic! Think of the sales!



**It takes only 7 minutes**

and a yard and three-quarters of fabric—of any design or color—to give this sensational, new Decorator Refrigerator a completely different appearance. Or the fabric can be left off, completely, and it's still the most beautiful refrigerator on the market! Could any dealer want a better story than this? (2 models . . . 10 cu. ft. and 8.5 cu. ft.) For the visible story of *all ten* new IH models, see next page.

*An exclusive  
Fashion-First*  
**by International  
Harvester**

**SEE NEXT PAGES FOR 4 MORE NEW PRODUCTS** →

NEW  
FOR  
'53

## 7-CLIMATE REFRIGERATION

The most basic selling story the industry has ever had!

It takes 7 different areas of cold—from 6° to 55°—to keep all basic foods in prime condition. The new International Harvester Refrigerators (including the Decorator Models on preceding page) have all 7 of these "food climates"—all working at once—to help women feed their families better, get more out of their grocery money, too. This gives International Harvester dealers the most basic selling story in the industry—because it's concerned with *food!*



### The 7 "Climates"

- 6° for frozen foods and ice cream.
- 13° for frozen desserts and quick chilling.
- 31° for keeping fresh meats fresh.
- 37° for milk and general food storage.
- 40° humid cold for fresh fruits and vegetables.
- 39° for eggs, condiments, bottled beverages.
- 55° for keeping butter easy to spread.

(Temperatures shown are for average conditions.)



### Plus All These Standout Features!

- Push-Button automatic defrosting
- Full-width freezer chest
- Roomier Pantry-Dor
- Spring-Fresh Green interior
- Giant Crispers
- "Tight-Wad"® unit with 5-year warranty
- Hosts of other advantages

10 MODELS—10 PRICES

# INTERNATIONAL

International Harvester Company,



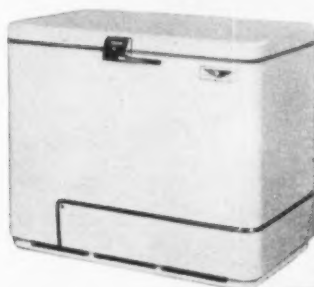
**NEW  
FOR  
'53**



IH dealers can now offer their customers the World's Leading Freezers in sizes that range from 7 cubic feet to 20 cubic feet—in crisp, new table-top models that give women lots of extra work space... save them time and money with a combination of features that can't be found in any other freezers!



## WORLD'S LEADING FREEZERS



Now available in four sizes—with new table-top design and Spring-Fresh Green Interiors.

- Fast freezing on all 5 inside surfaces
- Dri-Wall construction that keeps outside walls from sweating
- Quiet fan-less operation, without a flicker of vibration
- Alarm light
- Plastic hostess serving tray and plastic ice cube container (3 models)
- Famous "Tight-Wad"® unit with 5-year warranty
- Many other outstanding—and exclusive—features

4 MODELS—4 SIZES—4 PRICES

*Decorator*

## AIR CONDITIONERS

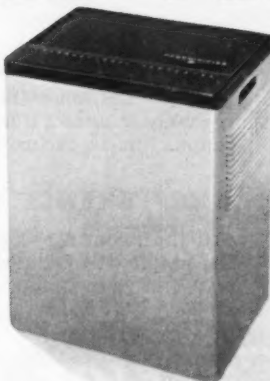
The first, and only, air conditioners that can be made (and changed) to match any decorating scheme

Same principle as the new Decorator Refrigerator—same great, new sales appeal. And just as far ahead in performance as it is in beauty. Quietest of all makes tested. Draftproof—air vents in the top. Rustproof—no unsightly streaks on outside walls. Even the screws are stainless steel. 3 models... 3 sizes... 3 prices. The smart way to keep cool!



**NEW  
FOR  
'53**

## NEW DEHUMIDIFIER



**NEW  
FOR  
'53**

A lighter, more smartly designed unit that removes 12 quarts of water per day, to keep basements and other rooms bone dry.

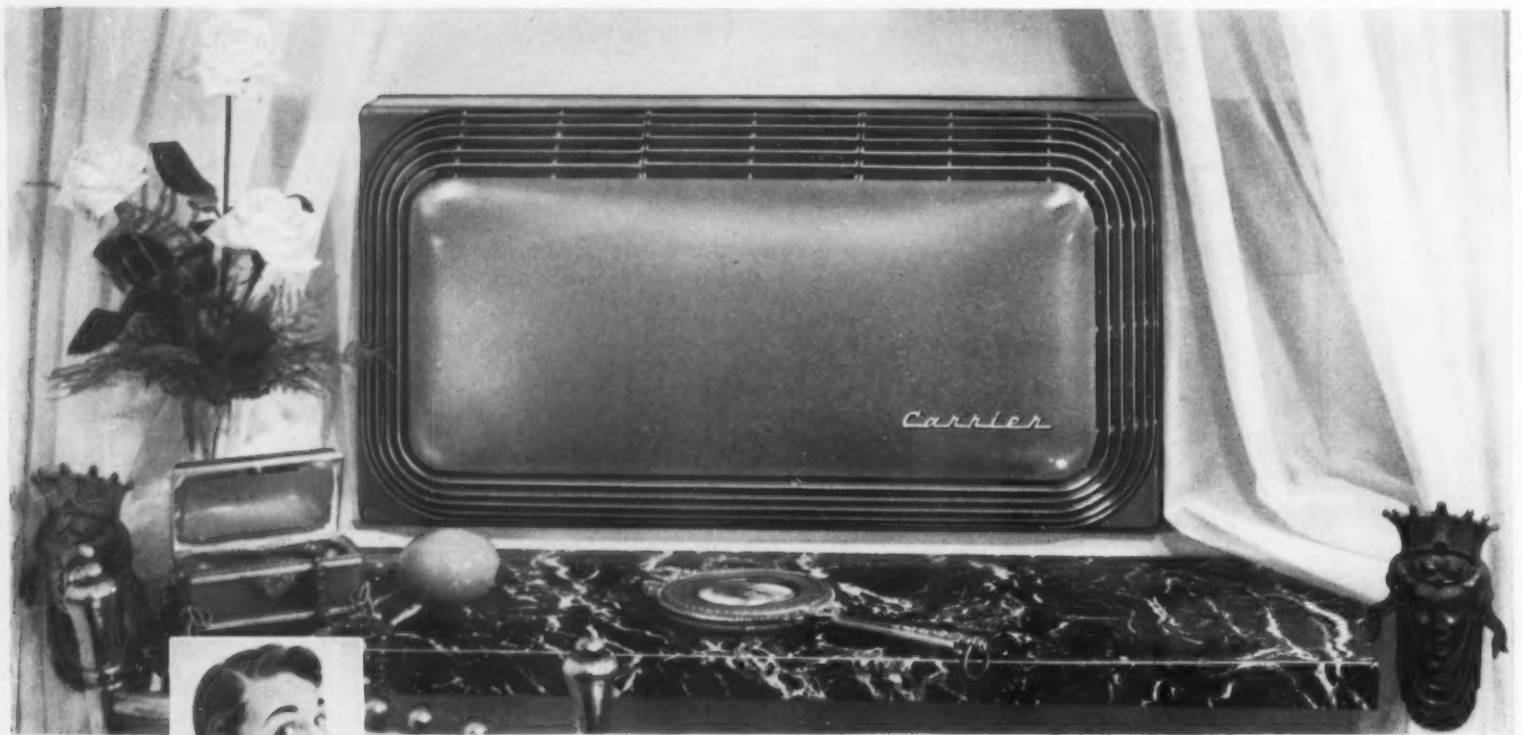
This advanced, new dehumidifier is designed to meet—and beat—all competition in the field. All excess moving parts have been eliminated, to make this the handsomest, most efficient dehumidifier on the market. Just one more reason why dealers will be saying "It's IH for me in '53!"

# HARVESTER

180 N. Michigan Ave., Chicago 1, Illinois

# FIRST PICTURE

*of the sensational new 1953 Carrier Room Air Conditioner that's different...different...different...all the way through!*



## THERE'S A DIFFERENCE YOU CAN SEE

The new Carrier mounts flush with the sill, occupies no space in the room. And because there are no side vents or top vents, the new Carrier can be installed in more than a dozen new and different ways!



## A DIFFERENCE YOU CAN FEEL

The new Carrier delivers air that is cooler, drier, more absorbent—cooler and drier by actual test. A revolutionary new two-step airflow cools twice, filters twice, dehumidifies twice—on the way in and on the way out!



## A DIFFERENCE YOU CAN HEAR

The new Carrier is the quietest ever built. Moving parts are precisely balanced, ride in rubber. The entire cabinet is insulated all the way round. And an exclusive sound-trap keeps noise out.

## A DIFFERENCE YOU CAN SELL

Sell the Room Air Conditioner with the differences that sell...built by the people who know air conditioning best...and become the air conditioning leader in your community. The coupon can start you on your way!

### CARRIER CORPORATION

318 S. Geddes Street, Syracuse, New York

I want to sell that sensational new Carrier Room Air Conditioner. Please send the name of my nearest Carrier distributor.

Name \_\_\_\_\_

Street \_\_\_\_\_

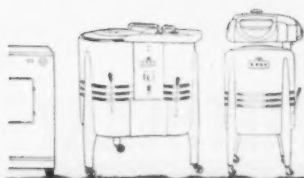
City \_\_\_\_\_

State \_\_\_\_\_

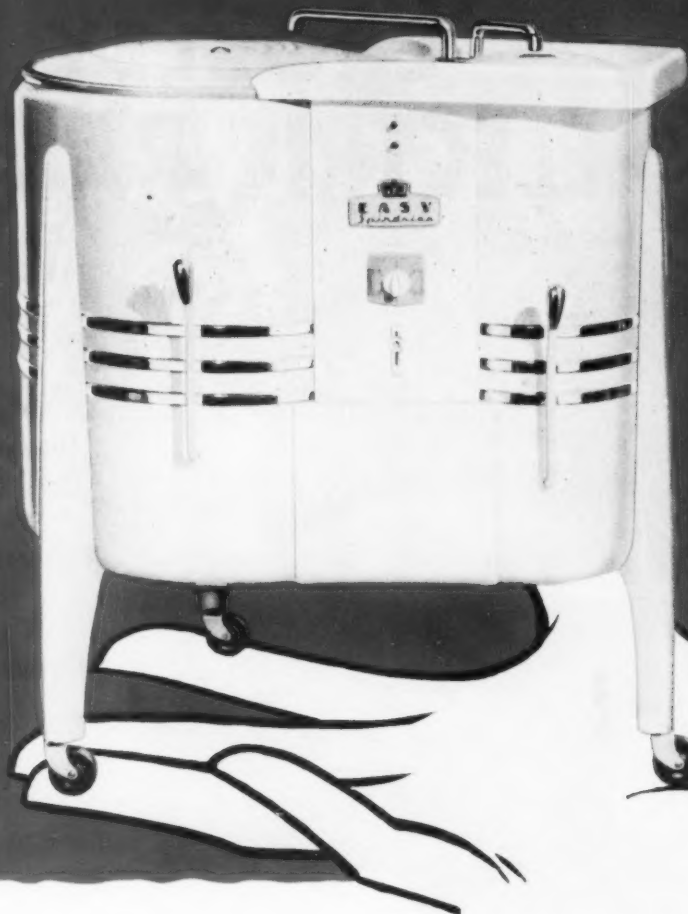


**FIRST NAME IN AIR CONDITIONING**





**It takes all 3 in '53 BUT...**



**New Deluxe Model 536**  
Easy Spindrier has Single-  
shift Control, 3-minute  
Automatic Spin-rinse, Swing  
Faucets, Built-in Filter.



**you get the BIGGEST PROFIT BITE  
out of the middle !**

Everybody knows it takes all three types to cover the washer-front. But a lot of smart dealers—the Easy dealers—are taking their biggest profit bite *out of the middle!*

**Why?** Because Easy prices bracket the range in which 78% of *all* conventional washers are sold. Because each of the three new Easy Spindriers for 1953... from the promotional 532 to the deluxe 536... is a full-featured value in its own right. Because when it comes to washing clothes clean and *fast*, you can't beat an Easy Spindrier *at any price!*

**Push the line** that gives you the big profit bite—the line that's backed by the longest-established, best-read national advertising of any washer—the Easy line. Easy Washing Machine Corporation, Syracuse 1, N. Y.

**EASY  
SPINDRIER**

*...with Automatic Spin-rinse*



**Model 101.** Finest Wringer built! Spiralator Action, Safety Wringer, Overload Switch, Pump.



**Model 102.** Low-priced promotional wringer. Loaded with eye appeal and famous Easy value.



**Model 534.** A value leader! Spiralator Action, Power Flush-rinse, Swing Faucets, Overload Switch.



**Model 532.** A promotional Easy with Power Flush-rinse, Handy Swing Faucet, Overload Switch.



**New Easy Dryer** with single Select-o-matic Control, big 16" door opening. A proven, profit-making *new* Dryer! Gas or electric models.

FOR FULL PROFIT...  
SELL THE CROSLEY  
FULL LINE!



# Meet Two "SALES SWEETHEARTS"

## NEW '53 CROSLEY ELECTRIC RANGE



### Look Who Crosley Has Working for You!

Meet Margaret Lindsay, who'll be helping you sell by demonstrating Crosley Electric Ranges, Shelvador Freezers and other Crosley products on that top TV show, "What's My Name?". See your local paper for time and station.

It's a  
**Heatsaver!**

It's a  
**Flavorsaver!**

It's a  
**Cooksaver!**

### These exciting Crosley features help



**New "Bake-Best" Oven!** The new Crosley bake-unit distributes oven heat better, more uniformly, than any oven tested. And the exclusive self-sealing oven door keeps that heat where it should be!



**Divided-Top Design!** Only Crosley has it in every 40-inch model. Growing more and more popular with customers every day. Doubles convenience, eliminates crowding of pans, heating of handles.



**Seven-Heat Speeds!** Not 5—but 7 exact heat speeds on all surface units, for complete flexibility in all surface cooking operations.

Crosley is the range line which gives you the most competitive advantages. With Crosley you can offer Push-button Control, two-oven convenience, deep-well on every model—even a Pressure Cooker and Rotary Barbecue if desired. Four 40-inch models—as low as \$199.95, and 3- and 4-unit apartment models.

**YOUR CUSTOMERS WILL BE**

MODEL RE-PDO

### To move more merchandise make the Crosley full line the heart of your appliance business!

If you're not a Crosley Dealer now, write Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington Street, Cincinnati 25, Ohio, or phone your nearest Crosley Distributor for full information!



*Your Customers Will Love at First Sight!*



# NEW '53 CROSLLEY SHELVADOR® FREEZER

It's a  
Foodsaver!

It's a  
Moneysaver!

It's a  
Lifesaver!



*you woo and win more prospects in '53:*



**The Only Home Freezer with Shelves on the Lid!** Only Crosley offers shelves on the lid which practically double top-level space. Hold packaged frozen food on top, in sight, in reach!



**The Only Self-Opening, Floating-Action Lid! Has Push-Bar Latch!** Nudge the push-bar latch with hip or elbow—it opens, lid raises, and stays open till closed! A floodlight goes on, too!



**Handy Storage Baskets and Removable Dividers for Superb Convenience!** Lift-out Stacking Baskets. Dividers keep freezer orderly. Special racks for cakes, pies!

The Crosley Shelvador Freezer freezes faster at temperatures well below zero—freezes food quickly and keeps it at a safe storage temperature. It saves money because food can be bought in quantity. Leftovers can be kept, too. When unexpected guests arrive, it's a lifesaver! Choice of six models.

**SETTING THEIR HEARTS ON CROSLLEY!**

MODEL CEF-9

*You'll be tickled pink with "Crosley Pink" in '53. It's the color that will step up sales for you!*

## CROSLLEY

**BETTER PRODUCTS FOR HAPPIER LIVING**

Shelvador® Refrigerators • Shelvador® Freezers • Electric Ranges • Range and Refrigerator Pantries • Automatic Dishwashers • Sinks • Electric Food Waste Disposers • Electric Water Heaters • Steel Wall Cabinets • Steel Base Cabinets • Vinyl-on-Steel Continuous Counter Tops • Handy Accessories • Television • Radios • Room Air Conditioners



**It's a fact: TV dealers all over the country  
are spelling "HOT SELLING TV" with a capital "Z-E-N-I-T-H."**

And with good reason! The Zenith K-53 TV IS the hottest line in the business — and we mean **THE HOTTEST!**

**What've we got that's hot?** Nobody has a picture that comes in more consistently clear and holds steadier than Zenith. Talk about blacker blacks and whiter whites—mister, take a showroom view of a Zenith with 18,000 volts of picture power!

Look closer—like a nearsighted prospect has to. What do you see? Pure velvet! A fine grain picture that carries across a big room yet makes a Zenith Television Receiver a pleasure to watch in a 9' x 12' parlor.

**Sweet music and money, too!** Tune in on that brilliant Zenith tone. Our exclusive ceramic coil form is just one of the miracles that convince the customer with a critical ear he wants a Zenith more than his money.

And how easy it is to tune a Zenith! You just "click" from station to station with one knob.

Rarely readjust either sound or picture.

**Come in — Mr. Fringe!** We have news for you, too. Words about how the Zenith Fringe Lock is making friends around Fresno, Cal. (200 miles to TV.) The way it locks the picture in place is making Zenith converts in this area at a 10-to-1 clip.

**Have you heard about Portland?** It's the first commercial UHF Channel on the air. Zenith-made UHF channel strips are giving unparalleled performance up to 72 miles from the transmitter. Installation time — less than 15 minutes. No outside converter or adapter. And Zenith UHF system is far lower in price than most other methods.

**Who said "style"?** We're glad you did. Because we've got it in spades, clubs and hearts (you wear the diamonds). Period perfection, Modern with "wham" and a range of 17, 21 and 27-inch screens plus stair-step pricing that makes trading 'em up a natural. Don't wait, call your distributor now.

**For selling quality, feature Zenith**



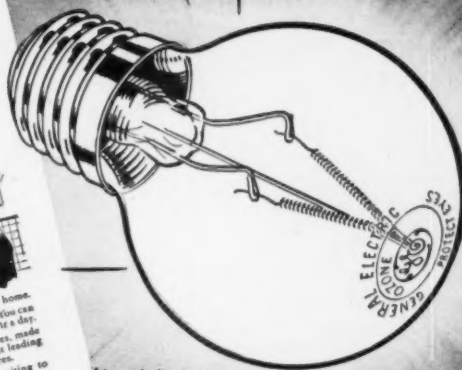
Copr. 1953  
Zenith Radio Corporation  
Chicago 39, Illinois



# There's MONEY in the air!

WHEN YOU SELL...

**New G-E  
OZONE LAMPS  
and their fixtures!**



(Actual diameter of G-E Ozone Lamp is 1 3/4 inches)

## TO BANISH OBJECTIONABLE ODORS

Because customers are odor conscious, you can cash in on a new market selling General Electric OZONE LAMPS and the fixtures required to operate them.

Every room where objectionable odors occur needs these amazing new G-E OZONE LAMPS. They're used in: kitchens, bathrooms, basements, nurseries, clothes closets, living rooms, dens, in public rest rooms, offices, waiting rooms, elevators, stores and buses.

Get your share of this new, lucrative business!



**YOUR CUSTOMERS ARE PRE-SOLD**  
General Electric is telling your customers about electronic odor control with magazine advertisements like these—

## To meet this demand—Get fixtures with G-E OZONE LAMPS from these firms—

**Acme Products Corporation**  
212 S. Third St. St. Joseph, Missouri

**Air Master Manufacturing Company.**  
2485 American Ave. Long Beach, Calif.

**American Lighting Equipment Company**  
713 N. Highland Ave. Hollywood 38, Calif.

**Art-Crafts Company**  
867 Andover Rd. Mansfield, Ohio

**Artcraft Fluorescent Corp.**  
248 McKibbin St. Brooklyn, New York

**Atlas Consolidated Corp.**  
298 Junius St. Brooklyn, New York

**Bretford Manufacturing Company**  
9351 Chestnut St. Franklin Park, Illinois

**Brill-Sloane Company**  
791 W. Walnut Lane Philadelphia, Penna.

**Brodwax Fluorescent Company**  
443 Glenmore Ave. Brooklyn 7, New York

**Brooklyn Electronic Prod. Company**  
P. O. Box 7, New Lots Sta. Brooklyn 8, N. Y.

**Circ-Light, Inc.**  
Mount Vernon, New York

**Day-Ray Products Company**  
1133 Mission St. South Pasadena, Calif.

**D-Odo-Zone Company**  
6912 Hollywood Hollywood 28, Calif.

**Easy-Eye Lighting, Inc.**  
1825 Chouteau Ave. St. Louis 3, Missouri

**Ender Mfg. Company**  
260 West St. New York, New York

**Estellite Company, Inc.**  
P. O. Box 230 Hoosick Falls, New York

**Fluorescent Equipment & Manufacturing Co.**  
5105 Cowan Cleveland 4, Ohio

**D. Wm. Fuller Company**  
2320 E. 75th St. Chicago 49, Illinois

**Grevar Electronics Company**  
5743 Nassau St. Philadelphia 31, Pennsylvania

**Kaskel Electric Company**  
5 Union Square New York, New York

**Lacey Sales Company**  
2750 Baker St. San Francisco, Calif.

**Marbro Lamp Company**  
1625 S. Los Angeles St. Los Angeles 15, Calif.

**Masterlite Manufacturing Company**  
2753 Kensington Ave. Philadelphia, Penna.

**Meil Electric Manufacturing**  
Germantown & Glenwood Avenues Philadelphia, Penna.

**W. H. Meisenheller Company**  
Landisville, Pennsylvania

**Melrose Lighting Company**  
6808 N. Franklin St. Philadelphia, Penna.

**Merchandising & Manufacturing Assoc.**  
Breneman Bldg. Lancaster, Penna.

**Metric Manufacturing Company**  
158 East Grand Ave. Chicago, Illinois

**Monmouth Electric Products Co.**  
P. O. Box 53 Asbury Park, New Jersey

**Monogram Lighting Units, Inc.**  
14 Prospect Place East Orange, New Jersey

**Naxon Utilities**  
3600 Touhy Ave. Chicago 45, Illinois

**Ozone-Lite, Incorporated**  
162 Bowery, New York 12, New York

**Pressteel Company**  
800 Bancroft Way Berkeley, Calif.

**Rajak Manufacturing Company**  
245 N. Fourth St. Tipp City, Ohio

**Reinhardt-McArthur Company.**  
2119-23 Gravois St. Louis 4, Missouri

**Robbey Electric Manufacturing Company**  
2062 East 70th St. Cleveland 3, Ohio

**Sanitron, Inc.**  
24-10 40th St. Long Island City, New York

**J. T. Sexton Company**  
P. O. Box 6684 Dallas, Texas  
8 W. 9th St. Kansas City, Missouri

**Standard Products Company**  
Whitman, Massachusetts

**Sterling Industries, Inc.**  
2741 Coral St. Philadelphia 34, Penna.

**Roy C. Stove & Company**  
914 N. Lafayette St. Valparaiso, Indiana

**D. Stratfield Company**  
434 Grand St. Bridgeport 4, Conn.

**Sun Kraft Health Products, Inc.**  
158 East Grand Ave. Chicago, Illinois

Call your G-E Lamp representative for free, attractive G-E OZONE LAMP display material and customer literature for your store, or write Department OZ, Lamp Division, General Electric, Nela Park, Cleveland 12, Ohio.

You can put your confidence in—

**GENERAL  ELECTRIC**

# NOW ! IT'S PUSH-



**DELUXE MODEL DW39**— $\frac{3}{4}$  ton cooling capacity, in lustrous Breeze Green or Ivory finish. Note the elegant new Fedders nameplate—V for famous V-coil!



**MODEL W311**—1 ton cooling capacity—the most powerful window model room air conditioner ever developed. Beautiful in Breeze Green.



**MODEL F310**—1 ton console model. (Also  $1\frac{1}{2}$  ton.) In rich all-wood hand-rubbed cabinets. Available in either Mahogany or Avodire Blond finish.



**MODEL F17**— $\frac{3}{4}$  ton console model. Made by master craftsmen. Available in either Mahogany or popular Avodire Blond finish.

**ASK YOUR DISTRIBUTOR FOR DETAILS OF**

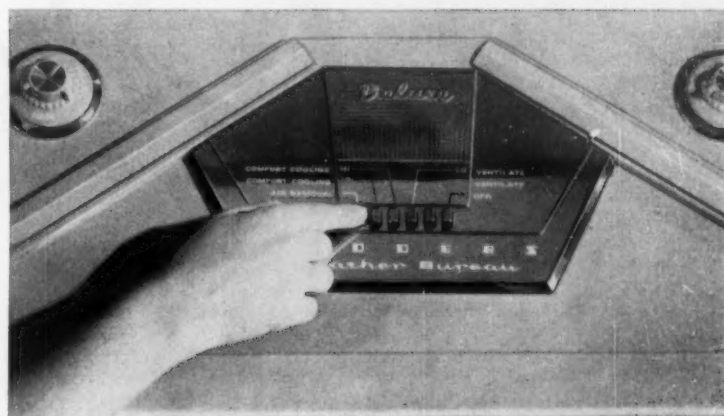


# BUTTON WEATHER

With the year's most sensational selling feature—the **FEDDERS** Exclusive *Built-In Weather Bureau!*

"NOW—the weather you want at the touch of a button!" That's the Fedders line...and your line...for '53. Raise the lift tops of these handsome new units and you've got real demonstration drama...the Built-In Weather Bureau! It's the industry's greatest advance in room air conditioner selling! Press a button—cooling! Press a button—ventilation! Press a button—air removal! Press a button—sales!

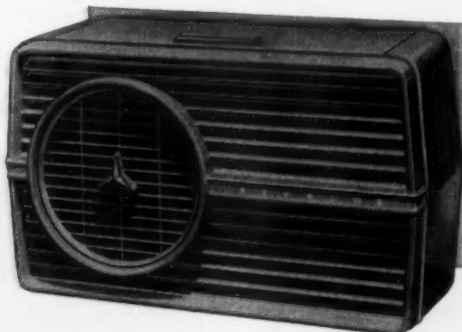
Fedders—still the most complete line in the industry—is brand-new inside out. *Power-full* cooling capacity. Easily-removable extra large filters. Sleek new styling in both window and console models by the appliance industry's most brilliant designer, Mel Boldt. All window models are available in the striking new sales-influencing color—cool Breeze Green! Call your Fedders distributor today for complete details or write Fedders-Quigan Corp., Dept. EM-2, Buffalo 7, N. Y.



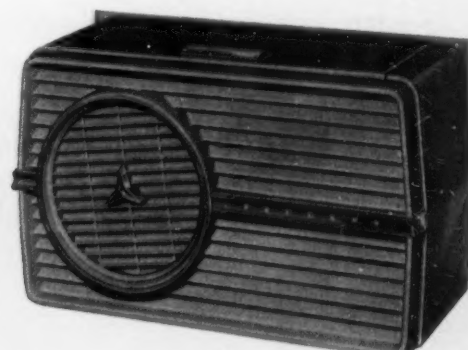
**SELL THE LINE  
WITH ALL THE FEATURES...  
FOR '53 — IT'S FEDDERS !**



**STANDARD MODEL W39**— $\frac{3}{4}$  ton cooling capacity, finished in the season's smartest color—Breeze Green. A decorative asset to any room!



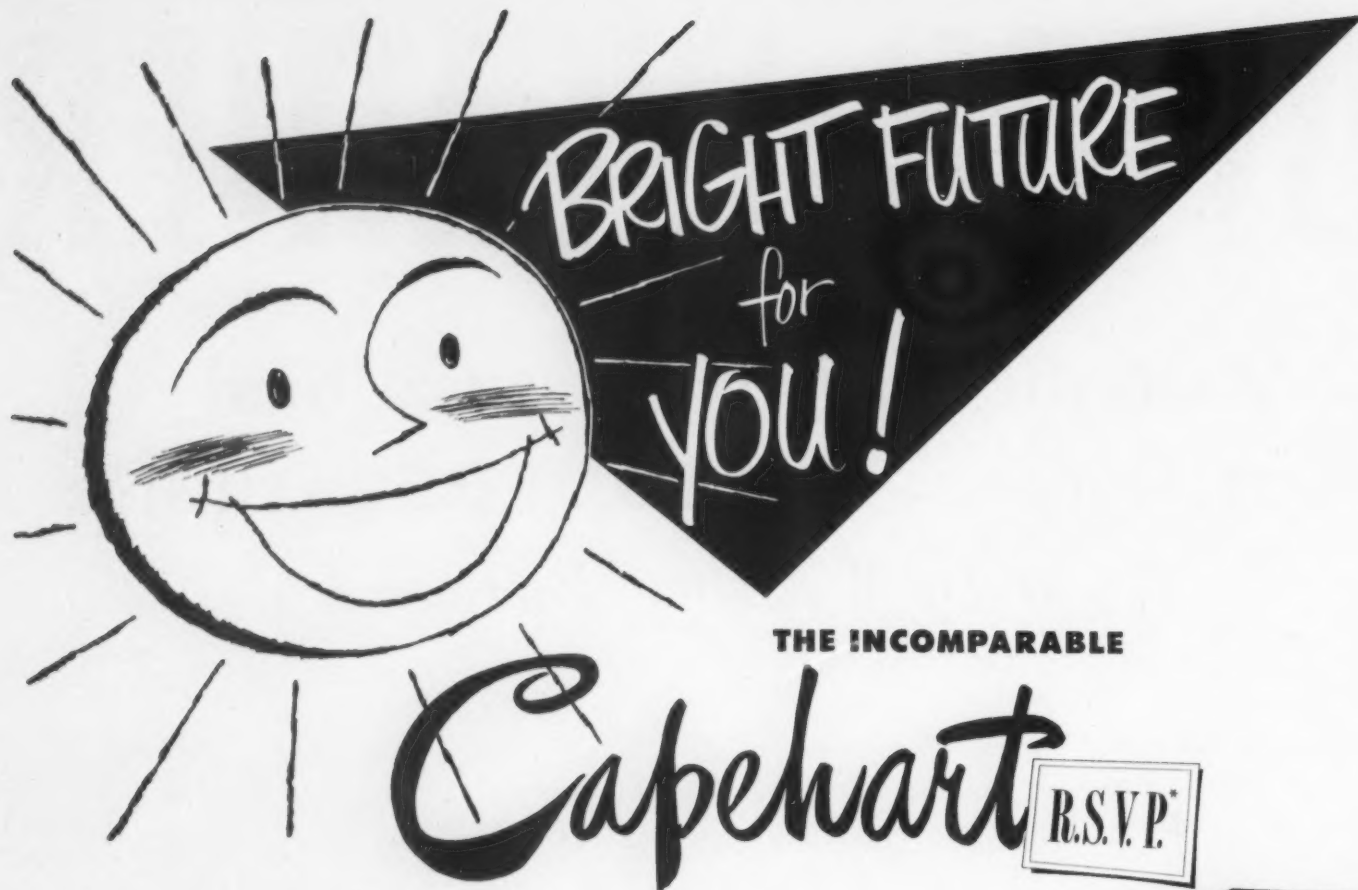
**MODEL W34**— $\frac{1}{3}$  ton cooling capacity. A model designed especially for bedroom installation. In Breeze Green or soft-toned Ivory.



**MODEL W36**— $\frac{1}{2}$  ton cooling capacity, superbly styled in handsome Breeze Green or Ivory. An air conditioner that is jam-packed with new features.

**FEDDERS SECRET PROFIT PLAN NO. 7**





THE INCOMPARABLE

Capehart

R.S.V.P.

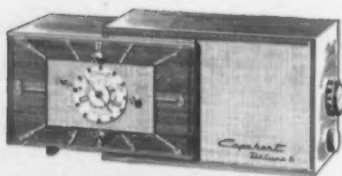
YOUR CUSTOMERS can look forward to years of pleasure with this fine Capehart. Its tone and picture reception are unequalled for clarity and brilliance. Its new chassis—with "Reserve Supply Video Power"—captures pictures from local and distant stations with equal detail and stability. Its cabinetry—superbly designed, the work of master craftsmen—is truly beautiful. Here, in the Capehart, your customers will find lasting enjoyment which is the basis for a prosperous business future for you. A valuable Capehart franchise may be available in your territory. See the Capehart distributor for your territory or write Fort Wayne today.

Capehart

CAPEHART-FARNSWORTH CORPORATION

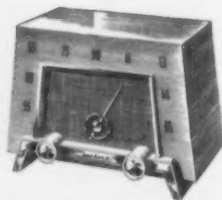
Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation



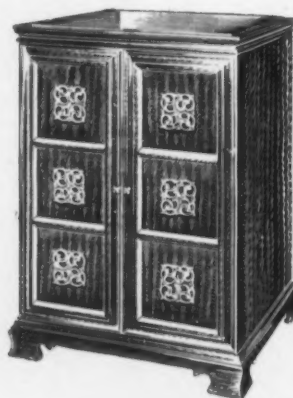
**The CAPEHART "Deluxe 6" Clock Radio** (Model TC-62)

The most beautiful, the most imitated clock radio in the world. Appliance outlet. Plastic cabinet in choice of rich decorator colors. **\$49<sup>95</sup>\*\***



**The CAPEHART Table Radio** (Model T-522)

As distinctive in styling as it is in performance. Plastic cabinet in choice of rich decorator colors. **\$29<sup>95</sup>\*\***



**The CAPEHART "MONTICELLO"**

Smartly-styled with lifelike 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone, new miracle chassis. Mastercrafted in mahogany.

**\$349<sup>95</sup>\*\***

**The CAPEHART "WILLIAM PENN"**



Unequalled tone and picture reception. 21-inch Crystal-Clear Picture, exclusive Symphonic-Tone, new super-sensitive chassis.

**\$475<sup>00</sup>\*\***

\*\*Prices slightly higher in the South and West



**Biggest  
Seller!**

# HUNTER 2-SPEED REVERSIBLE WINDOW FAN



Just look at these  
**RETAIL PRICES**  
18" (3500 CFM) Model  
**\$59.95\***  
22" (3400 CFM) Model  
**\$79.95\***

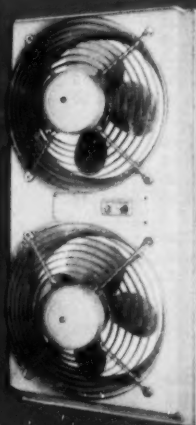
**A complete sell-out 3 years in a row!**

## NEW FOR 1953 Hunter Casement Fan

This new fan, with all the famous Hunter Window Fan features, is designed for installation in 3-light or 4-light casement windows (with or without screens). Twin 12" fans have certified air delivery of 2000 CFM. Write for catalog.

**Priced to retail at \$79.95\***

\*Prices subject to change without notice



## PLACE YOUR ORDER EARLY

Contact your Hunter distributor now  
or write us for catalog and prices



**HUNTER FAN AND VENTILATING CO.**

398 S. Front St., Memphis 2, Tenn.

# Don't get caught with your PARTS down!

*Out of parts means lost sales, profits, good-will.*

Don't let it happen to you. Cash in on the big replacement market all around you. Remember, over 25 million Silex Coffeemakers sold means a steady replacement business for you. Business up to  $\frac{1}{3}$  your present coffeemaker volume provided you let your customers know you carry the parts they need. Put this effective "silent salesman" to work for you.

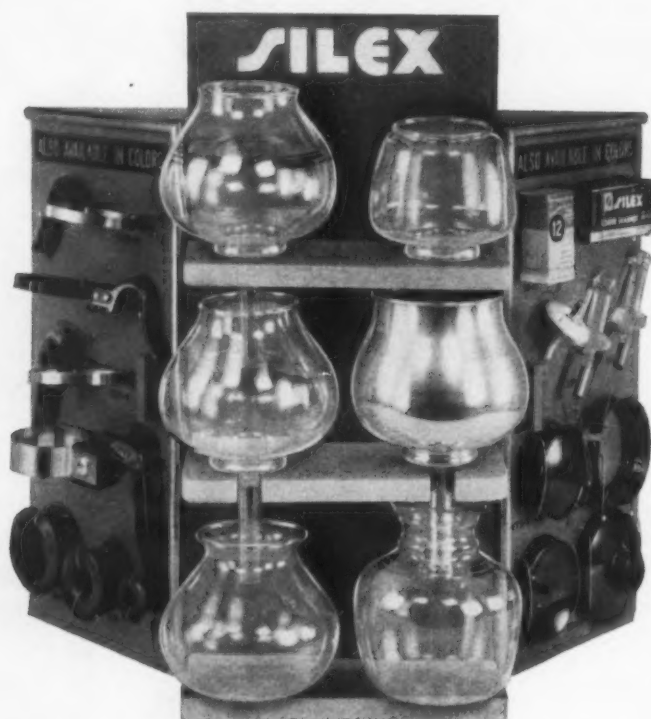


## New **SILEX** DISPLAY BOARD

**Keeps Your Profits Up!**

This handsome, permanent display puts you in the parts business in a big way. Give it a good spot in your store and watch those parts profits soar!

Solid construction. Beautifully finished in red, blue, chrome and natural wood. Flasher unit in header. Storage space behind hinged panels for parts stock. Removable back panel for window display use. 24" wide, 25" high, 14" deep. Order by Cat. No. PB-1.



**FREE** with **Fast-Moving Assortment—**  
**A Value You Can't Afford To Miss!**

Lower Bowls			Collars		
	List Prices	Total		List Prices	Total
1 LWB	\$1.50	\$1.50	2 MCW-B	\$ .40	\$ .80
1 LFAB	1.95	1.95	1 MCW-Y	.45	.45
<b>Upper Bowls</b>			1 MCW-R	.45	.45
1 UM4	1.80	1.80	<b>Filters</b>		
1 MUWB (metal)	2.50	2.50	4 LIF (Lox-in glass)	.49	.98
1 UWAB	2.10	2.10	2 LOX (Lox-in glass)	.49	1.96
1 UW8	1.85	1.85	4 CCF (Flavor guard)	.49	1.96
<b>Rubber Plugs</b>			6 SR4 (Boxes of 4)	.25	1.50
3 PF	.45	1.35	3 SR12 (Boxes of 12)	.55	1.65
6 WPR	.45	2.70	2 SR25 (Boxes of 25)	1.00	2.00
3 PP	.30	.90	<b>Upper Bowl Covers</b>		
<b>Candle Refills</b>			2 UBN-B (cover & holder)	.60	1.20
6 CAN (3 to a box)	.28	1.68	2 CO-B	.35	.70
<b>Handle &amp; Band Assemblies</b>			1 CO-R	.40	.40
3 HWB-M	.95	2.85	1 CO-Y	.40	.40
2 HJP-B	1.10	2.20	<b>Decanter Covers</b>		
1 HJP-Y	1.25	1.25	2 WTS-S (molded)	.40	.80
1 HJP-R	1.25	1.25	1 WTS-R (molded)	.50	.50
2 HJB-4	.90	1.80	1 WTS-Y (molded)	.50	.50
2 HBA-F	1.40	2.80	1 CF (stainless steel)	.85	.85
1 HJR-W	1.15	1.15			
1 HJY-W	1.15	1.15			\$49.88

**Assortment**  
**LIST VALUE . . . . \$49.88**

**DEALER COST . . . . 29.93**

**DISPLAY**  
**BOARD . . . . . FREE**

*Valued at \$25.00*

**Act Fast while This Offer Lasts.**  
**Order from your Distributor or write us. TODAY!**

*The* **SILEX** *Company*

HARTFORD 2, CONNECTICUT • In Canada: The Silex Co., Ltd., St. John's, P. Q.



EXPERIENCED DEALERS ARE FINDING

# ALUMINUM makes the difference in APPLIANCE SALES!



## SELL HER the ALUMINUM PARTS ...and the ALUMINUM PARTS WILL SELL HER!

You don't have to sell "Mrs. Modern American" on the advantages of aluminum. She uses Reynolds Wrap, the original aluminum kitchen foil... appreciates aluminum in her home construction, her automobile, her utensils. Aluminum means Modern Living to today's housewife.

### TAKE ADVANTAGE OF ALUMINUM ADVANTAGES —SELL THESE ALUMINUM PARTS IN YOUR WASHING MACHINES!

#### ALUMINUM FEATURES MEAN MORE PROFIT...

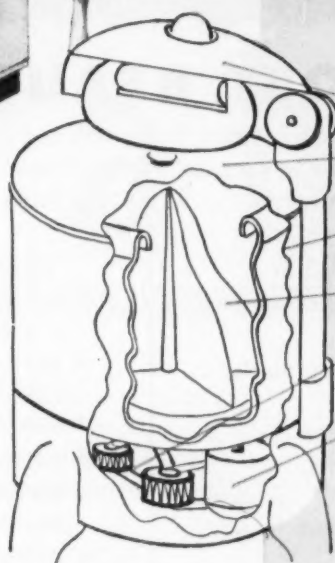
*More Sales For You!*

*More Value For Your Customer!*

#### SELL THE ALUMINUM FEATURES...

*Aluminum Helps Make The Sale!*

Not only Washing Machines, but Refrigerators... Home Freezers... Ranges... all appliances can be sold easier, faster, with more confidence by pointing out the aluminum features and pointing up your sales!



Whether it's a wringer, spin dryer or automatic machine, chances are one or more of the following aluminum features can be used to strengthen your sales story...

**Aluminum wringer housings** are strong, easy-to-clean and won't rust or stain wringer rolls.

**Aluminum tub covers** are light and easy for women to handle. Plenty strong, too, and they won't rust or stain.

**Aluminum tubs** (and spinner baskets)—with or without an anodic finish—are chip-proof, stain-proof, rust-proof and easy to keep clean.

**Aluminum agitators** are light in weight, yet strong and won't crack or warp.

**Aluminum gear cases, gears, pump parts and structural members** reduce weight without sacrificing strength, and assure long, trouble-free life with minimum care and maintenance.

**Aluminum rotors and housings of sealed motors and aluminum wiring** are other features that help reduce washing machine cost, maintenance and weight.

**NOTE:** Remember, too, that lightweight, strong aluminum in automatic washing machines cuts down on vibration—an important sales point to use in your selling talk.



# REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

**DISTRIBUTORS... DEALERS...**  
**INVESTIGATE THESE SENSATIONAL**

# WILSON FREEZERS **FOR 1953**



UPRIGHT MODEL—AF-150

COMPLETELY RESTYLED FOR  
 NEW BEAUTY, NEW EFFICIENCY  
**WILSON ZERO°SAFE FREEZERS for 1953**

Upright Models	Chest Models
AF-150—15.68 cu. ft.	AFC-150—15.24 cu. ft.
AF-200—20.6 cu. ft.	AFC-190—19.61 cu. ft.
AF-250—25.22 cu. ft.	AFC-240—23.53 cu. ft.



CHEST MODEL—AFC-150

## AMERICA'S MOST BEAUTIFUL FREEZERS

If you're looking for a line of freezers to round out your present lines of appliances—look into Wilson. You've never seen such good-looking, such saleable freezers as these. And, as for the Wilson Franchise... read the facts below and judge for yourself.

### WILSON FREEZER FEATURES

- **NEW, SPACE-SAVING DESIGNS**... Sleek, clean-cut, blended radius designs. Welded steel construction.
- **NEW COLOR STYLING**... Beautiful blue and gold color trim to highlight the gleaming Dulux finish.
- **NEW POPULAR SIZES**... A complete line of both chests and uprights. 6 popular models to meet every need.
- **NEW CONVENIENCE**... Every feature a freezer can have... compartmented interiors, separate freezing sections, juice pockets, temperature control, signal lights.
- **NEW EFFICIENCY**... Advanced engineering and construction give new efficiency, peak performance, low operating costs.
- **NEW COMPETITIVE PRICE**... New value... *more* value than ever before.

### WILSON FRANCHISE FEATURES

- **EXCLUSIVE TERRITORY**... Yours alone... and large enough to insure a steady growing business.
- **QUALITY MERCHANDISE**... By a "known" maker... the pioneer in upright freezers.
- **GOOD PROFIT**... A really worth-while mark-up.
- **FREEZERS ONLY**... No conflicting side-lines, no tag-a-long products.
- **POWERFUL ADVERTISING SUPPORT**... In leading magazines—directed to your best prospects.
- **HARD-SELL LOCAL ADVERTISING**... A complete cooperative campaign for newspapers, radio, television.
- **BUSINESS-BUILDING LITERATURE**... Direct mail pieces, folders, broadsides, catalog sheets, display pieces.
- **NATION-WIDE FINANCE PLAN**... (through CCC) to "untie" your cash investment.



**REFRIGERATION, INC.**

102 GLENWOOD AVENUE, SMYRNA, DELAWARE

*America's first makers of upright home freezers*

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATORS

**LOOK INTO THE WILSON FRANCHISE ARRANGEMENT TODAY.**  
 Write, wire, or phone for complete details and availabilities.





Three cheers for hot old '52—it cleared out cats and dogs for you!

# '53

# Can be a breeze!

Last year—thanks to those (bless 'em) record hot spells—most dealers cleared full fan inventories. A sweltering public bought everything they could get their hands on.

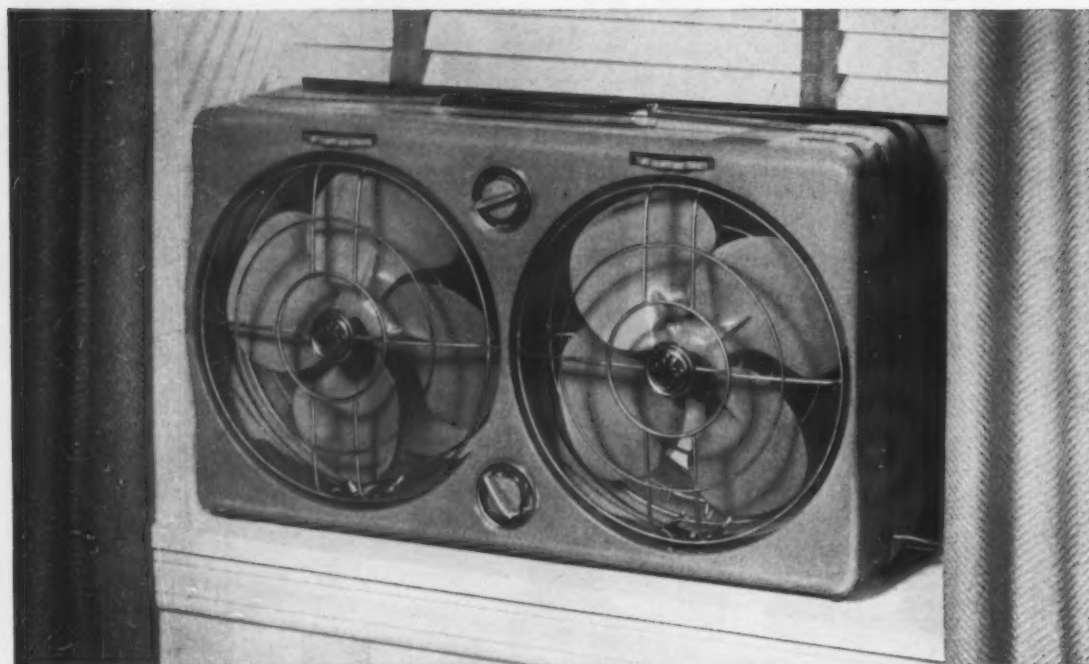
Even old, old cats and dogs sold!

Now that you're nice and clean on fans— isn't it just good common sense to stock the fans most people prefer—particularly when

they have the sell-appearance of the G-E Fans shown on this and the next three pages? Nice business—with a sweet markup! Go G. E. for cool profits from hot prospects!

GENERAL  ELECTRIC

# Six wonderful fans—and

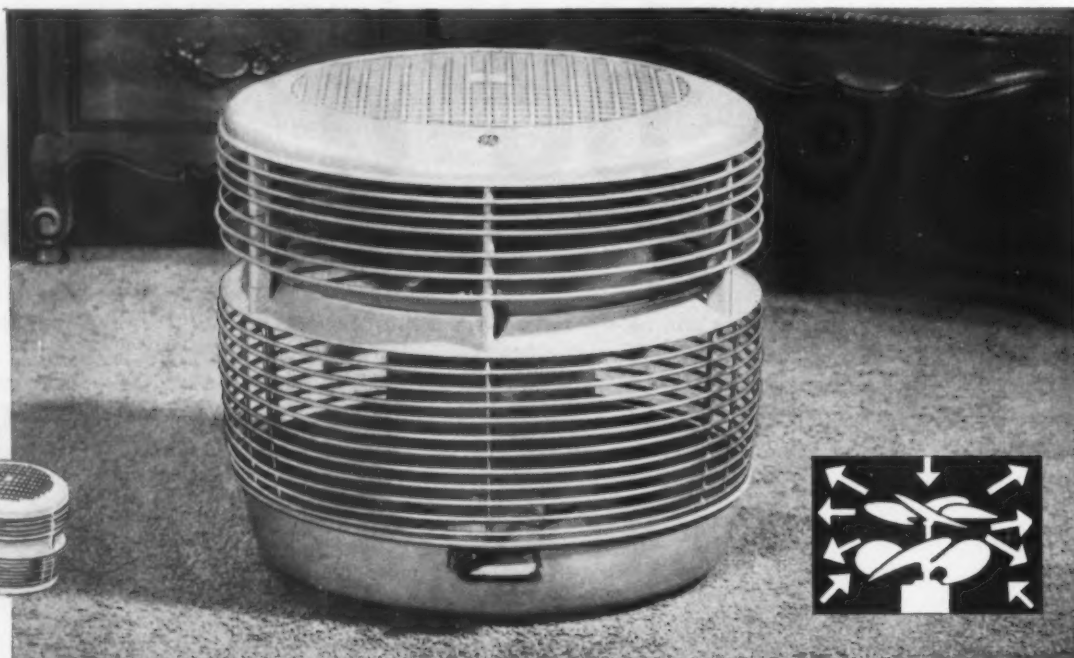


## 1953 GENERAL ELECTRIC TWIN-FAN VENTILATOR

• **It's automatic!** This fan shuts itself off—turns itself on! The secret is "Fantrol"—a dial you set to the temperature most comfortable for you.

• **It's portable!** This fan can be carried from room to room as easily as a suitcase . . . fits both sash and casement windows, too!

• **It's two fans in one!** Two separate units can be reversed together or individually—to blow stuffy air *out*, draw fresh air *in*! Price, \$74.95\*



## 1953 GENERAL ELECTRIC FLOOR CIRCULATOR

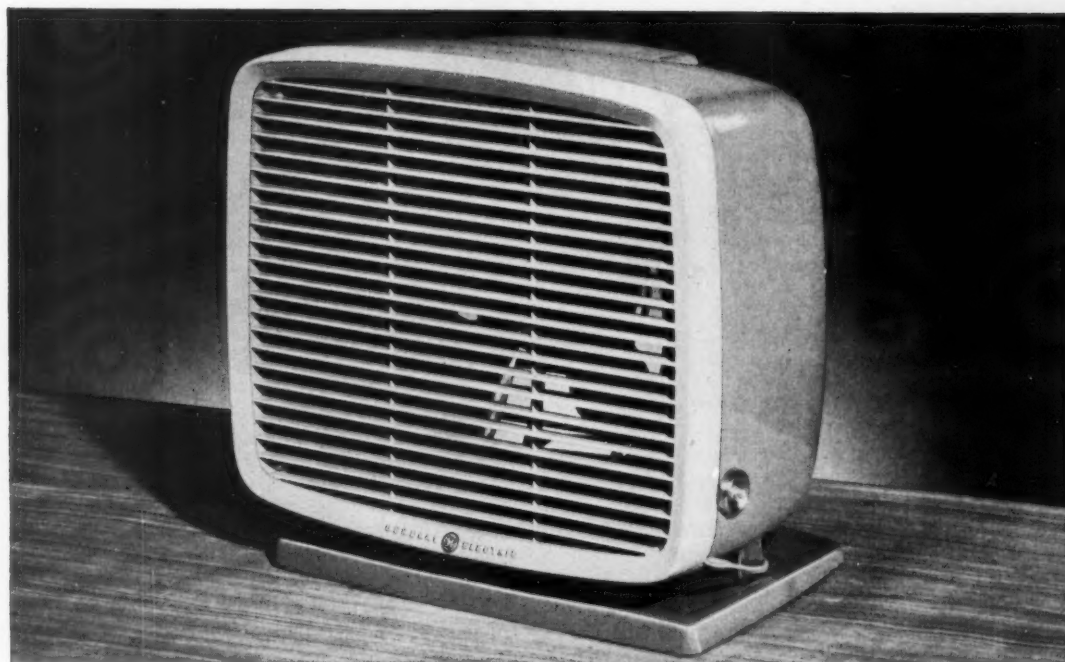
• **It gives "whole-room" circulation!** Two sets of blades—not just one as in ordinary fans—send swirling air in all directions. Cools from wall to wall, floor to ceiling.

• **It's "safety-minded"!** Special narrow louvers and grill-guard are designed to keep small fingers away. In any home—especially homes with children or pets—that's something folks *really* want!

• **It's real furniture!** Sturdy construction lets it double as a footstool, table or TV seat. Smart frost-grey finish harmonizes with any home or office decorations—any colorschemes. Price, \$64.95\*



# why your customers want them!



## 1953 GENERAL ELECTRIC ALL-PURPOSE FAN

• **It's designed for safety!** Winner of the 1952 Home Safety Award! Deep grill-guard cabinet. This handsome, frost-grey fan has a tremendous sales appeal to customers with children.

• **It gives a broader air stream!** With its bigger, broader air stream, this fan reaches out to cool more air than ordinary fans—actually does the work of 2 conventional 10" oscillating fans!

• **It's versatile!** This fan can be used anywhere as a desk or table fan—or as a floor circulator, wall fan. It's amazingly effective as a window ventilator, too! Price, \$34.95\*

### OSCILLATING FANS—For Home And Office!

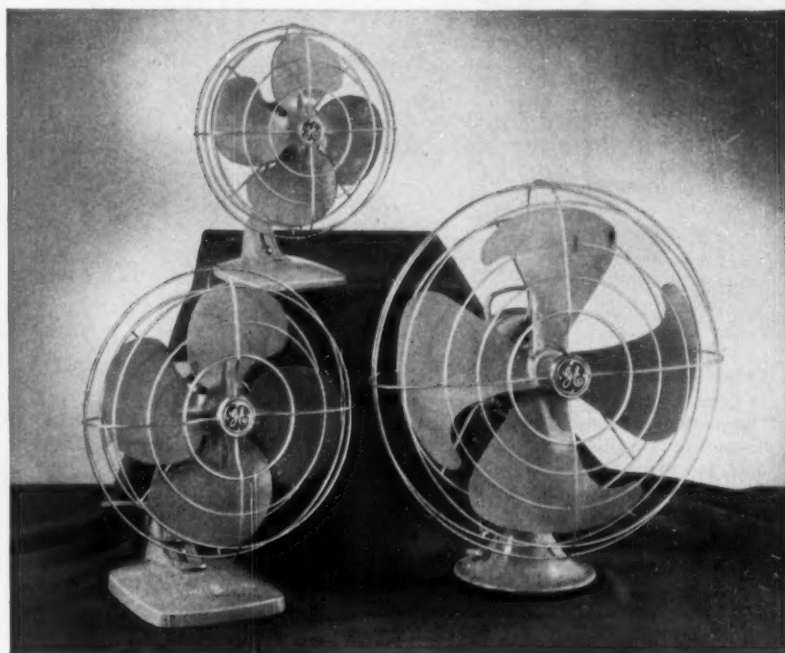
**1. 10" Standard.** America's fastest-selling name-brand fan. Strong, steady air flow but quiet oscillation. Can be mounted on wall. Price, \$16.95\*

**2. 12" Standard.** Two-speed switch. Clutch allows instant switching from oscillating to non-oscillating action. Cushioned base protects furniture. Color, frost-grey. Price, \$29.95\*

**3. 16" De Luxe!** Superquiet, but with big Vortalex Blades for heavy-duty cooling, maximum air delivery. Clutch knob switches from oscillating to non-oscillating instantly. Felt-cushioned base. Three-speed switch. Price, \$50.95\*

General Electric's powerful oscillating fans for home and office use are precision-built. Like the other fans you see on this page, under normal use, they don't need the slightest attention—not even oiling—for many, many years. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

\*Manufacturer's recommended retail or Fair Trade price.



**And...they're all G-E products.**  
**Customers rely on General Electric for long-lasting dependability.**  
**They buy more G-E Fans than any other brand!**

# These three G-E salesmen will give you additional fan sales insurance!



1.

**BIG, POWERFUL MAGAZINE ADS!** Millions of people will see the new 1953 G-E Fan advertising campaign. Striking full-page ads begin in May and will appear every week right through the summer months. There's a double-page four-color spread, too—as sales-loaded as it is colorful. General Electric's magazine campaign pre-sells customers!

2.

**TELEVISION IN 65 MAJOR CITIES!** General Electric's wonderful new fans will be sold on the Joan Davis show—a half-hour comedy program on the NBC-TV network—from May on. Make them red hot months for profits. Stock the complete General Electric line and capitalize on television advertising—the most modern of all sales-boosters!

3.

**POINT-OF-SALE DISPLAYS!** These colorful, hard-hitting window and counter displays feature the famous G-E Snowman, tie you in with national advertising. They're all designed to pull customers! And, don't forget, extra traffic in and out of your store helps boost *all* sales.



**TWIN-FAN VENTILATOR DISPLAY!** Set this display in your window and watch the crowds gather. As "mercury" in three-dimensional thermometer rises, Twin-Fan Ventilator goes ON; when "mercury" falls, fan turns OFF . . . all automatically! Here's a motion display to dramatically present the Automatic Cooling story. Display comes ready to use . . . simply insert two light bulbs and plug it in!

**ALL-PURPOSE FAN DISPLAY!** There's a blue-ribbon display attached to every fan at the factory. When fan is operating, blue ribbon flutters, attracting attention. Tells story of awards given to All-Purpose Fan for safety, beauty and efficiency.

**FLOOR CIRCULATOR DISPLAY!** Downward air currents keep three-dimensional Snowman constantly revolving. Here's a dramatic, colorful demonstration of "Whole-Room" Cooling—from the G-E Floor Circulator.



A full-line display adaptable for use with all G-E Fans—contains complete set of price cards, window streamers, feature spots, balloons, and consumer folders.

# GENERAL ELECTRIC



# There's an easier way to close the deal..



## emphasize the "DULUX" finish

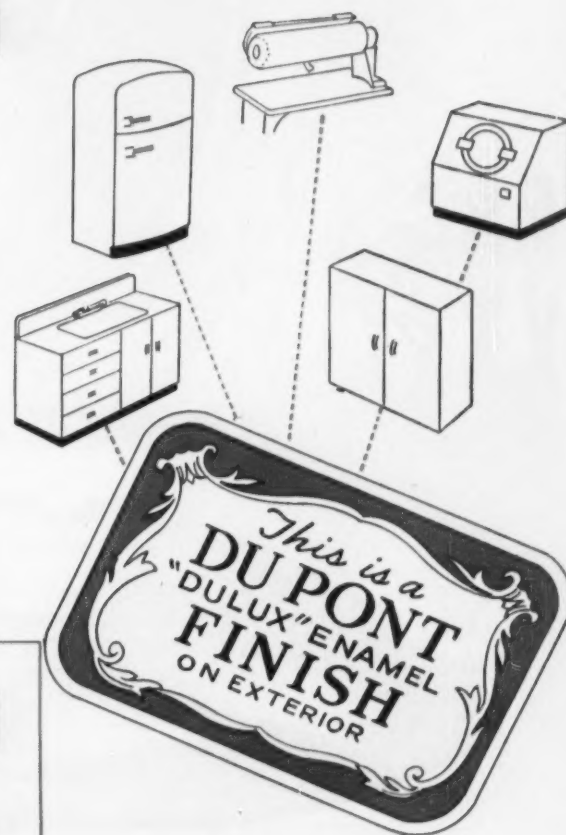
REG. U. S. PAT. OFF.

Don't go to extremes when you press home a final point in your sales story. Faint point ne'er won fair customer! Just focus attention on Du Pont DULUX Enamel.

To close the deal the *easier* way, alert dealers talk about the lasting whiteness, washability and mar-resistance of Du Pont DULUX on home appliances. Customers know and respect the Du Pont name, and you can point out that DULUX is America's leading home appliance finish.

Effective? Here's proof! Over 25,000,000 DULUX-finished refrigerators alone have been sold, as well as millions of other home appliances.

So be sure to feature the Du Pont DULUX finish. It's the easier way *by far* to close the deal!



Better Things for Better Living  
... through Chemistry

### DULUX enamel

REG. U. S. PAT. OFF.

*America's leading home appliance finish*

CHEMICALLY ENGINEERED TO DO THE JOB BETTER

# UNIVERSAL'S *Coffeematic*



Here's How to Get in on the Crowning Event of the Year

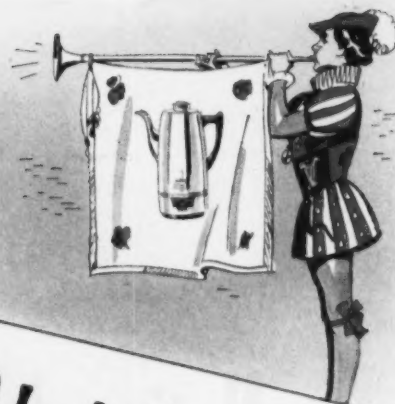
## 1. STOCK UP!

Three Coffeematics are all you need order to get in on the Coronation promotion. But be sure you're ready to supply the demand for this famous coffeemaker.





# Coronation



## 2. DISPLAY!

Get your Coffeematic up front... set up the new counter display where your customers can see and compare Coffeematic's beauty and value. Watch how it will sell itself!

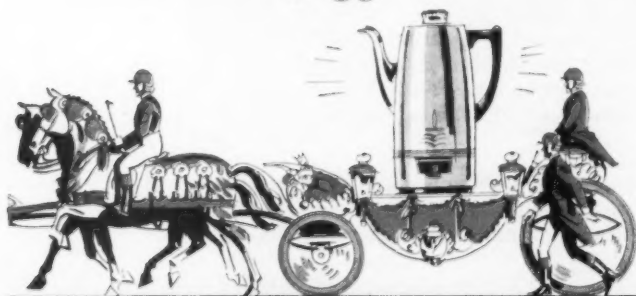
## 3. TIE IN!

Take advantage of Universal's big national campaign. Run the free Coffeematic newspaper mats to promote gift giving. It'll make your store Coffeematic headquarters!

*Year after year* Universal Coffeematic sales have soared. First, because the public has realized that here is the most efficient, most satisfactory way to make better coffee... *automatically*. Secondly, retailers have taken advantage of Coffeematic's tremendous popularity and the flood of national promotion. *Today no other can match Coffeematic for value, for features, for quality... for SALES!*

It Pays to Feature the Leader...

**UNIVERSAL** *Coffeematic*



**FREE DISPLAY** ties in your store with national advertising

Get this beautiful, full color display based on the new Coffeematic national ads that will appear in millions of issues. It's yours, FREE, packed with the 3 Coffeematics you buy when you join the Universal Coronation. It makes Universal national advertising work for you right on your counter.

## Schedule of Events

### A TREMENDOUS CAMPAIGN IN NATIONAL MAGAZINES

Saturday Evening Post  
Look Magazine  
Ladies' Home Journal  
Better Homes & Gardens  
Woman's Home Companion  
Good Housekeeping  
McCall's Magazine  
Woman's Day  
Metro Group,  
Sunday Picture Magazines  
This Week,  
Sunday Picture Magazines  
Farm Journal  
Country Gentleman  
Sunset

### COAST TO COAST RADIO AND TV COVERAGE

Grand Slam  
There's One In Every Family  
Beat The Clock  
Al Jarvis  
Bill Stulla  
Kitchen Kapers  
Ladies Fair  
Mr. and Mrs. North  
Queen For A Day  
Women Are Wonderful  
Sweepstakes  
Take A Number  
Take The Break

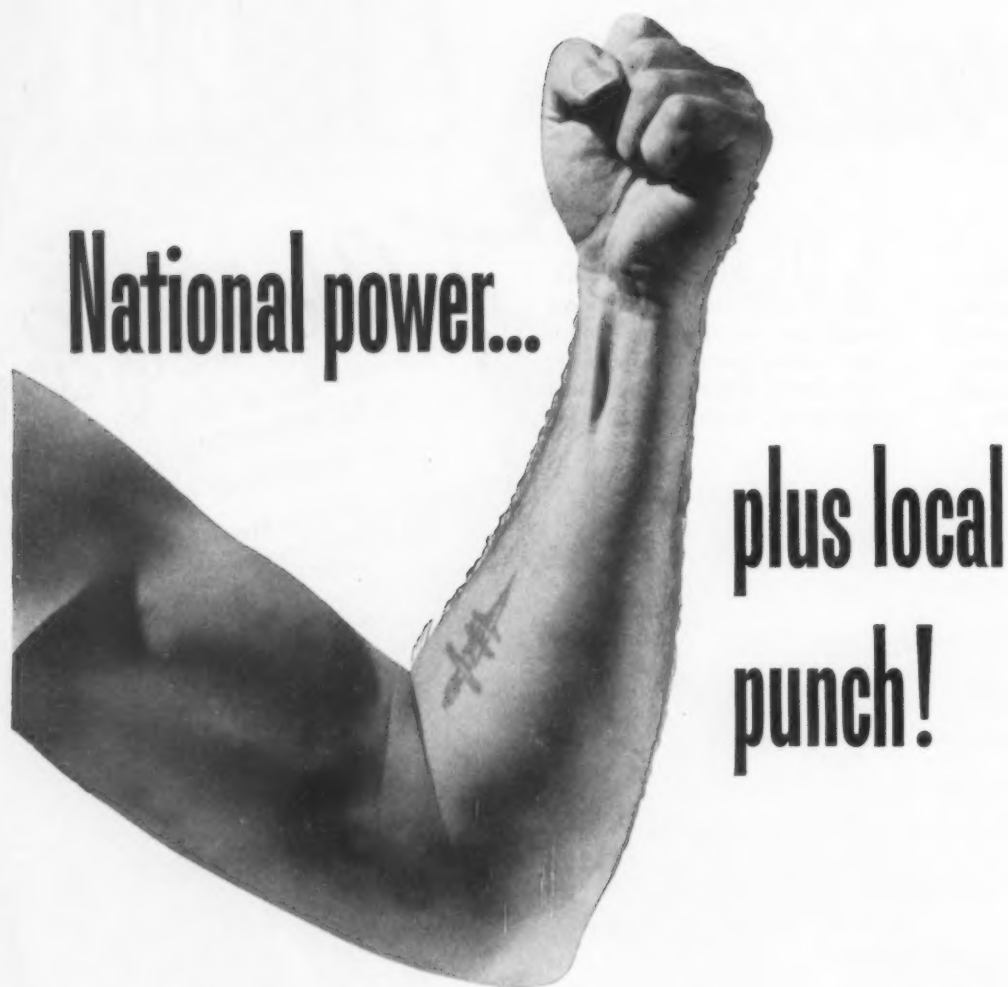


See your Universal Distributor for details

# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Another feature of the **UNIVERSAL** *Spring* Sellabration



*Advertising planned to give you more profits in '53 with Raytheon TV!*



There's a Raytheon TV in both "Continental" and "Suburban" models to fit your customers' every home style and interior...to retail from \$199.95 to \$750, Federal Excise Tax and One-Year Warranty included.

**National power** is working for every Raytheon TV dealer in 1953 through the pages of America's top magazines...Life, Look, Saturday Evening Post, Good Housekeeping, Time, Newsweek, Ebony. It's telling the story of Raytheon month in and month out...in the magazines your customers read!

**Local punch** really hits for Raytheon dealers. Because a series of large-space factory-paid ads run in your own newspapers...banging away at the Raytheon sales story. Plus a full merchandising program ready to go right now in your own city!

**Add to that** the sparkliest line in history with a flock of superior features that you can *demonstrate* to help you sell...and you'll see why it pays to push Raytheon TV in '53. If you're not in on this profit parade, better find out all the particulars. Contact your Raytheon distributor or write us...quick.

*It's easy to tell it's easy to sell*

1953

**Raytheon** 



*The World's Largest Producers of UHF Television Receivers*

RAYTHEON TELEVISION & RADIO CORP., 5921 W. Dickens Ave., Chicago 39, Illinois





two big  
targets  
for

*Residential  
Commercial*

*Large  
Commercial  
Industrial*

# year-round profits

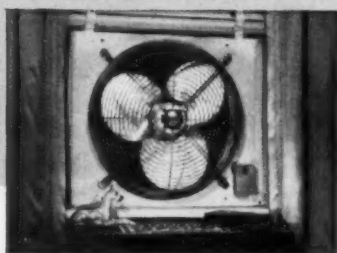
The weatherman is here to stay,  
And he does all the choosing—  
If summer crowds don't flock to buy  
Don't think you're always losing.

DIEHL fans will sell the year around,  
Regardless of the season—  
To ventilate as well as cool,  
To cite just one good reason.

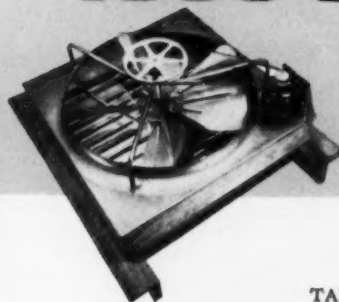
Don't forget that all DIEHL fans  
Produce a splendid profit—  
Here's your chance to go to town  
With a line that's really got it!



## with DIEHL 1953 FANS



NEW ELECTRICALLY REVERSIBLE  
20-Inch Window-Type Ventilator  
AIR CIRCULATORS  
Oscillating  
and Non-Oscillating



PACKAGE UNIT ATTIC VENTILATORS  
2 New Sizes

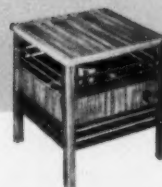


TABLE AIR CIRCULATOR  
It's A Table—It's A Fan



We're backing you with dealer helps,  
So you can sell with ease—  
Set your sights on DIEHL's great line,  
Make money in a breeze.

CATALOGS • ENVELOPE STUFFERS  
NEWSPAPER CUTS AND MATS • MANUALS  
POSTERS • DISPLAYS  
WINDOW DECALS • DISPLAY CARDS



Well-balanced  
warehouse stocks  
carried in:

ATLANTA • BOSTON • CHICAGO • DETROIT • NEW YORK • PHILADELPHIA

### DIEHL MANUFACTURING COMPANY

Electrical Division of  
THE SINGER MANUFACTURING COMPANY  
FINDERNE PLANT • SOMERVILLE, N. J.

District Offices: Atlanta • Baltimore • Boston • Chicago • Detroit • New York • Philadelphia • Worcester

Other **DIEHL** FANS you can  
Sell with Profit:

Desk and Bracket Fans  
Pedestal Fans  
Kitchen Ventilators  
Exhaust and Ventilating Fans  
A size and type for every need

## PROSPERITY IN THE USA: How Wealthy Are We?

**A**gain, how prosperous *are* the people of the United States?

This is the third of a series of messages devoted to this crucially important and much-debated question. The first two messages dealt with what has been happening to our national income, both in terms of its growth and how it is divided among individuals.

This third message deals with what has been happening to the resources—factories, farms, mines, and equipment of all kinds—out of which income is created. It deals with what economists call our wealth.

It is possible for a nation to enjoy apparent prosperity for a time by rapidly exhausting its resources. But to sustain prosperity over the long pull a nation must see that its wealth is not dissipated. Hence what is happening to our wealth now is a harbinger of what is going to happen to our prosperity later on.

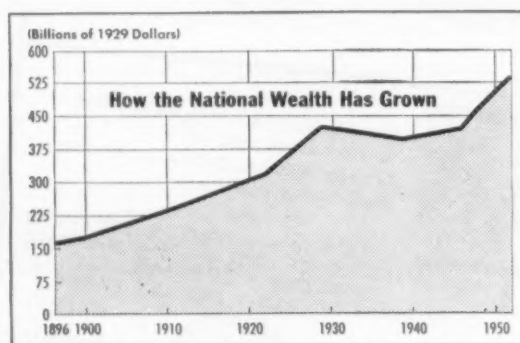
### How Wealth is Measured

It is often asserted that the most vital element in a nation's wealth is its people. There is a lot in this idea. For example, the full value of a country's hospital and surgical equipment depends on its physicians and their skill in handling the equipment.

However, no one has ever devised a satisfactory way to put a value on human beings.

So people are omitted from calculations of national wealth. So, too, is military equipment. It is regarded as basically destructive and hence not a real addition to wealth. Otherwise, the wealth of a nation is calculated in terms of the dollar value of its physical resources.

The following chart shows the wealth of the U.S.A. at various intervals during the past 50 years. For the period through 1948 the figures come from a pioneering study by Raymond Goldsmith of the National Bureau of Economic Research, which is widely regarded as the foremost organization in its field. The figures since 1948 are estimated. To remove the effect of price changes, all of the wealth figures are calculated in 1929 prices.

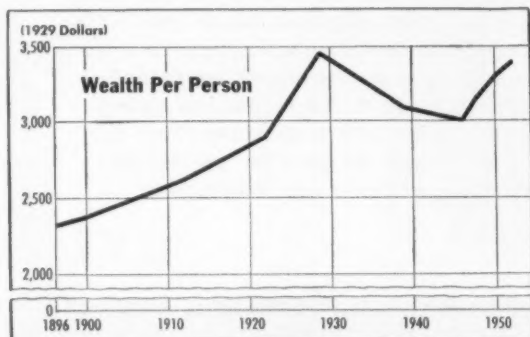


From this chart one fact stands out clearly. It is that since 1929 our national wealth has not been increasing as steadily as it did during



earlier periods. Indeed, in 1946 our total national wealth was actually less than it was in 1929. Only in the last six years have we been able to make any consistent additions.

Even these gains are less impressive when the growth in our population is taken into account, as illustrated by the following chart.



This chart makes it clear that when the nation's wealth is divided by the population, we are slightly worse off per person today than we were in 1929. This is the case in spite of the large additions to our national wealth since 1946.

Depression and war are the two principal reasons we have made no progress in increasing our wealth per person since the 1920s. The depression brought mass unemployment and greatly reduced production which ruled out any increase in wealth. During World War II and again during the post-Korean mobilization program, U.S. production has reached new peaks. But a considerable portion of this record breaking output has been in the form of military equipment, which is not included in an accounting of national wealth. Consequently, we have been unable to regain the level of wealth per person which we had in 1929.

### A Brake of Prosperity

What does this failure to raise our wealth per person mean? It means that we have fewer

resources with which to create income for each individual. It means that we have made no progress in the crucial task of assuring future increases in prosperity.

As the second editorial in this series demonstrated, we have gone so far in equalizing individual incomes that "the possibilities of increasing the income of the rest of the people by 'soaking the rich' have largely disappeared." From now on the only promising way to increase our individual incomes is to increase our national earning power.

During the past four years it has taken about \$3.60 of national wealth to yield \$1 of income after taxes. This is a low figure for the wealth needed. Prior to World War II there were long periods when it took at least \$5 of national wealth to produce \$1 of national income. The experts in this field are by no means certain that it will not again take \$5 rather than \$3.60 of wealth to increase income by \$1.

But let us assume that \$3.60 of wealth will suffice to provide \$1 of income in the years ahead. If by 1960—seven years from now—the income of the average American is to be increased from about \$1490, where it stands at present, to \$2000, we must add \$310 billion to the national wealth. This is nearly three times as much as we have added to our wealth since the end of World War II, seven years ago.

Because we have made large additions to our productive equipment in recent years, fears are frequently expressed that we shall soon be plagued by an excess of such equipment. But the facts about our national wealth do not support this conclusion. They indicate that we still have ahead of us a tremendous job of increasing our resources if the American standard of living is again to resume the steady climb which was interrupted by depression and war.

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Here's television so superior that your customers can SEE the difference—and they'll BUY the difference! What's more you'll SEE a difference, too—in *your books*, because every Hallicrafters set is priced to *avoid profitless sales*—priced to give you a *protected, fair profit*. Sell the line that's BUILT and PRICED to give you an edge over your competition—that's Hallicrafters! And sell the line that's guaranteed—all parts for one full year in *writing*—at no cost to you—that's Hallicrafters!



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**8-BAND PORTABLE**—Another leader! No other portable has so many bands—so much power—the ease of tuning—or the unbeatable record of achievement in short-wave as the Hallicrafters World-Wide!

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Chicago 24, Ill.

World's Leading Manufacturer of Precision TV and Radio





The Market

And The

Outlook For



# FANS and ROOM AIR CONDITIONERS

The combined dollar volume of fans and air conditioners in 1952 topped \$225-million. Inventories clogged since 1951 were cleaned out. It was the biggest year of retail sales since the war. Now, the industry wonders, what can we expect in 1953? Here, on three pages, are some of the important answers

OUTSIDE of a few big ticket items like refrigerators, washers, freezers, ranges and TV, no appliance even approached the combined dollar volume of \$225,817,300 achieved by fans and air conditioners in 1952. Obviously, this is big business. And it is likely to become bigger in 1953 as a continuing high level of consumer income makes it possible for more and more people to afford the comfort consciousness which has become so evident in the post-war years.

Despite the natural inclination of any appliance retailer worthy of the name to attempt to sell up a fan prospect to a room air conditioner, fans and air conditioners are not harmfully competitive items. Fan market observers agree that the increased interest in room air conditioners (as evidenced by a jump in sales from 237,500 units and \$86,687,500 in 1951 to 341,000 units and \$122,760,000 in 1952) is actually an asset rather than a hindrance to the household fan business, although it is being said in some quarters that it is hurting the market for industrial fans. As it stands today, one appliance supplements the other. The room air conditioner lowers the temperature in a given area and the fan

helps to distribute the cooled air, keeping it in motion and extending the cooled area into other rooms.

Commenting on the accelerated sales of window-type air conditioners in the past year, one manufacturer says, "We feel that air conditioning will help fans by stimulating interest in an appliance that contributes to personal comfort—namely, the fan. While the South has long accepted fans for this use, fan usage in the North is still surprisingly low. Many customers attracted by window air conditioning advertising will find the price beyond the reach of their pocketbooks and, as a result, they will turn to the fan which provides comfort at a price they can readily afford."

Another manufacturer says, "Air conditioners have helped much more than they have hurt the fan business. As more and more offices, stores, theaters and restaurants become air conditioned, people become more comfort-minded. A need is being created to extend this comfort to the home. Large fans, particularly the multiple use window fans and attic type fans, are a splendid economical approach to this newly created need."

It is apparent that the fan industry, far from regarding air conditioners and fans as competitors, feels that they can be mutually helpful and they suggest that field representatives, dealers and their sales personnel should be encouraged to promote the use of fans with air conditioners as supplemental equipment.

These two complementary appliances start 1953 in favorable circumstances. The boom of 1952 cleaned out nearly all inventories. Consumer interest is higher than it has ever been before. Dealers are enthusiastic about the profit potential. New product developments and substantially increased advertising and promotion promise to keep sales on the upswing. What happened to fans and air conditioners in 1952 and what is likely to happen in 1953 is examined in detail in the articles which begin on the next two pages. This *Is What's Happening to Fans* is a market study containing all the statistical and product information which normally would have been included in the January issue. *The Outlook for Air Conditioners* takes a close look at the likely duration and extent of the boom and analyzes the factors which may affect it.

ON THE NEXT TWO PAGES: "This Is What's Happening to Fans" and "The Outlook for Air Conditioners"



#### TWO YEARS STATISTICAL SUMMARY

Air Conditioners, Room	
1952	1951
341,000	Units Sold..... 237,500
\$360	Average Retail Price..... \$365
\$122,760,000	Retail Value..... \$86,687,500
(Jan. 1593)	(Jan. 1952)
560,100	Homes Owning..... 337,500
41,746,500	Homes Without..... 40,629,500

## The Outlook For Room Air Conditioners

Sales, helped by product developments and a growing replacement market, hindered by a trend to central systems, will eventually level off at between one and two million units a year. Meanwhile, it's a growth industry, one in which the dealer gets about 75 percent of the business

By TED WEBER

THE troublesome part of predicting what's going to happen in the room air conditioner business doesn't lie in determining whether the industry is going to better its previous performances. The big question is simply: How much will business improve?

For six years now the industry has easily bettered its production marks each year, a not too-surprising performance for a product just entering its growth stage. Prospects are that the 1953 totals will be considerably ahead of 1952; that's what every manufacturer expects. Actually, there's little reason to think that these upward performances will be halted until the industry's annual production rate hits somewhere between one and two million units. At that point the production curve—now pointing sharply upward—is going to flatten out and new "favorite sons" will appear in the air conditioning field. Even so, room air conditioner sales at any such annual rate will still produce an attractive dollar volume—and appliance dealers will probably handle a major share of it.

#### The Dealer's Business

By that time the air conditioning industry as a whole will still be growing. The room unit, however, will be fairly close to maturity. And the room unit is the air conditioning product in which the specialty appliance dealer has the greatest stake. It is, therefore, the growth pattern of this product—rather than residential air conditioning as a whole—which concerns the dealer. Conversely, the room unit is the air conditioning product most dependent upon the specialty dealer for widespread distribution. Contractors and air conditioning specialists will almost certainly be the most important sources of built-in, year-round air-conditioning. But the room air conditioner, which is basically a plug-in unit, depends on the specialty selling techniques and distribution of the appliance trade.

By 1960, the market for room air conditioners is likely to wear a quite different look than it does today—and

the product itself is also likely to be quite different. Before looking that far ahead, however, it's wise to take a close look at the market and product as they exist today.

(For a detailed study of the market in 1952 and 1953, see the market study on room air conditioners published in the January issue of ELECTRICAL MERCHANDISING.)

Today, the room air conditioning industry can look back on six years of steady (and sometimes sensational) growth. According to figures compiled by ELECTRICAL MERCHANDISING's market and research department, the industry turned out about 43,000 units in 1947. Year by year that total has jumped upward to 76,000 in 1948, 95,000 in 1949, 195,000 in 1950, 237,500 in 1951 and an estimated 341,000 in 1952. For the year ahead, manufacturers expect to sell somewhere between 475,000 and 550,000 units. Since inventories were low at the end of 1952, almost all of this half million total will have to be manufactured in 1953.

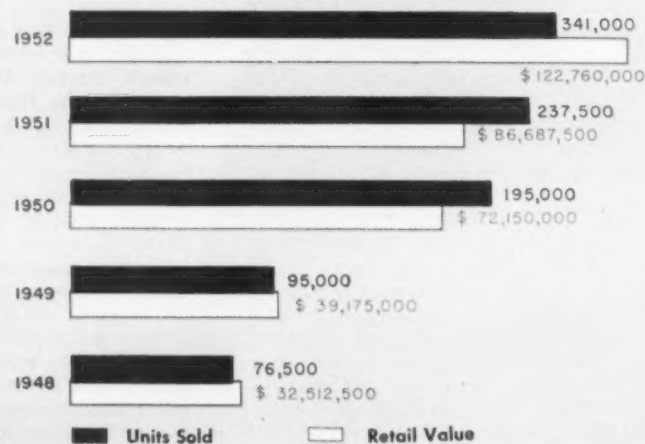
(That wasn't the case last year, when the industry entered the year with carry-overs of between 55,000 and 75,000 units. That carry-over inventory was also sold during 1952, so that sales during 1952 were about 400,000 units rather than the 341,000 figure.

#### Weather

Everybody in the trade is tremendously optimistic over the growth possibilities in the room air conditioning business. But they are well aware that one factor which is beyond anyone's control can have an important effect on the business despite its youth and apparent strength; that's the weather. If the thermometer stays low during the summer, sales are hurt. (There are exceptions. In 1950, for instance, the industry sold out its production despite a cool summer). If the thermometer shoots up, sales are likely to jump upward too. Take last year, for instance. A hot summer enabled the industry to clear out its carry-over inventory from 1951 and to sell prac-

(Continued on page 104)

#### FIVE YEAR AIR CONDITIONER SALES IN UNITS AND DOLLARS





# This Is What's Happening To Fans

Empty pipe lines and new products tailored to meet growing consumer interest point to a big year in 1953, but 1952 will be a tough year to beat. Larger, versatile window fans make the biggest gains, but almost all types show increases

By ANNA A. NOONE



TWO YEARS STATISTICAL SUMMARY

1952		1951		1952		1951	
95,000	.....ATTIC Fans, Units.....	90,000		\$32.54	.....Average Retail Price.....	\$32.40	
\$150	.....Average Retail Price.....	\$137		\$17,085,000	.....Retail Value.....	\$14,404,300	
\$14,250,000	.....Retail Value.....	\$12,325,500					
256,800	.....HASOCK or FLOOR Units.....	185,000		480,000	.....WINDOW VENTILATING, Units.....	320,000	
\$48.50	.....Average Retail Price.....	\$43.98		\$54.95	.....Average Retail Price.....	\$52	
\$12,454,800	.....Retail Value.....	\$8,136,300		\$26,376,000	.....Retail Value.....	\$16,640,000	
525,500	.....VENTILATING & EXHAUST, Units.....	444,500		1,570,000	.....DESK & BRACKET, Units.....	2,225,000	
	(Wall & Ceiling)			\$20.95	.....Average Retail Price.....	\$19.50	
				\$32,891,500	.....Retail Value.....	\$43,387,500	

Note—Above figures incorporate revisions over estimates published in January 1953 issue.

MOST significant development in the fan industry in 1952, all experts agree, was the splendid selling weather. The extremely hot summer which started in June and never let up until late August created a terrific consumer demand for fans in all parts of the country. Heavy dealer fan inventories melted away like magic. And it wasn't long before the fan backlog in distributors' pipelines (some merchandise more than a year old) was also wiped

out. As one manufacturer aptly described it: "Toward the end of the summer distributors, dealers and manufacturers were all scraping the bottom of the barrel. They were selling practically anything that had a motor and a blade."

The consensus is that fan retail sales in 1952 at least doubled 1951 sales, with the result that both distributor and dealer stocks are the lowest since the end of World War II.

Many leading fan manufacturers re-

port 1952 production above 1951. Gains were reported in all classifications except desk and bracket. Some fan makers, however, said their production was slightly under 1951 because of government restrictions on critical materials. All unanimously agree that they undoubtedly lost business in 1952 by not being able to meet demands.

## Window Fans

Biggest gains were in the larger, more versatile types of window fan units. They are reported to have been in greatest demand and quickest to sell, although one manufacturer qualified this general premise by saying that the increase in window fan popularity was not to the detriment of the oscillating type fans.

A total of 480,000 window units (manufacturers' shipments) were sold in 1952. Compared to 320,000 units in 1951, this is a 50 percent gain. With the average retail price advanced from \$52 in 1951 to \$54.95 in 1952, the dollar volume showed an even greater percent of increase—58.5 percent.

In an endeavor to get a breakdown of window fan sales by sizes, Electrical Merchandising questioned leading window fan makers. Eighteen manufacturers gave us their sales for the year which totalled 347,783 units at an estimated retail value of \$19,754,014. Thirteen of them, accounting for 250,

371 units, supplied breakdowns by sizes as follows:

Window Fan Sales by Size—(Summary of figures supplied by 13 manufacturers)

Fan Size	Units	% of total
10-in.	16,576	6.62
12-in.	73,375	29.31
16-in.	33,647	13.44
18-in.	45,254	18.07
20-in.	36,623	14.63
22-in.	36,092	14.41
24-in.	4,900	1.96
30-in.	3,904	1.56
	250,371	100%

From the above it would seem that the 12-in. size sold in greatest volume. Second in volume came the 18-in. size, and 20-in. models were third. The 22-in. size falls into fourth place.

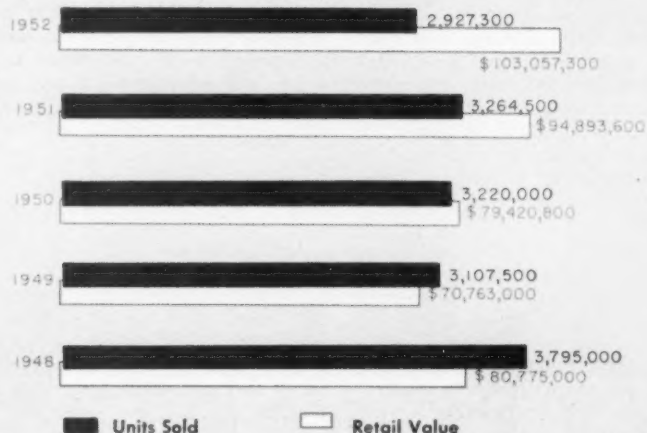
In this matter of size it might be of interest to note that one of the leading window fan makers who also gave us his 1953 production plans, said he will discontinue the first three sizes—10-in. to 16-in., and concentrate greatest bulk of production on a 20-in. and a double or twin 12-in. model, with smaller amount of 24's and 30's.

## Hassock Fans

In spite of the fact that manufacturers' sales of hassock or floor fan for 1952 (256,800 units) showed an increase of 38.8 percent over 1951 (Continued on page 112)

## FIVE YEAR FAN SALES IN UNITS AND DOLLARS

(All Types)



# Winter Planning Helps Summer Air Conditioning Sales

Because they have already worked out the framework and the details of a good program, the St. Anthony Corp. of Clearwater, Fla., expects their dealers to move \$750,000 worth of room air conditioners this year



By A. B. Windham

**THIS CONFERENCE, HELD** in the dead of winter, means that St. Anthony's dealers will sell thousands of room air-conditioning units next summer. Robert C. Haworth (left), president and J. Thad Watts, sales manager, set up their campaign fully seven months ahead of the selling season.

**T**HE dealer who waits for warm weather to plan his 1953 air-conditioning sales program, probably will be left in the lurch. Experience of top merchandisers has proven that planning during the off-season can pay off handsomely when demand begins to rise.

One of Florida's most successful distributors of room unit air-conditioners is the St. Anthony Corp., of Clearwater. This aggressive firm, which handles nothing but Mitchell room air-conditioners, expects to sell more than \$750,000 worth of the units during 1953. The company services 50 dealers in 21 mid-Florida counties.

"The success of our selling operations depends on the planning and organizational work we do during the winter months," declares Robert C. Haworth, president of the firm. "Being distributors for one item exclusively, we know that our selling plans must be made, our advertising coordinated with the Mitchell company, and

our dealer organization readied for the coming sales season."

The ball starts rolling for the St. Anthony Corp., in mid-November after the finish of the regular air-conditioning sales season. Haworth and his sales manager, J. Thad Watts, sit down at their desks across from each other over a pile of reports, estimates, market surveys and analyses, and launch the discussions which will set the pace for their dealers during the next year.

#### **Overall Quotas Are Set**

"The first thing we do," explains Haworth, "is to set our overall quotas—in other words we work out the number of unit room air-conditioners which we think we will be able to sell during the following year. This is done by the simple process of studying the number of units we have sold in the past, analyzing the market ahead, and estimating the potential sales which our dealers can realize.

"When Watts and I complete our sales analysis, we know just about to the dot, the number of unit room air-conditioners which we will order and what the job ahead of us is going to be. This planning is not just a matter of putting down figures. We must know, for example, just about how many new motor courts and apartment houses are under construction in our dealer area. These, of course, are going to be our best customers and we must therefore, know which of them are likely prospects and which are not."

The greatest factor in increasing unit air-conditioner sales for the St. Anthony Corp., has been the development of a "header" which permits the installation of a unit in the wall rather than in a window. This "header" can be built into the wall below a window, at one side of it or elsewhere, leaving windows entirely free for the purposes for which they were designed, according to Haworth.

"We pioneered in wall installation," says Haworth. "We felt that it would be better to make the unit part of the wall instead of the window because of the general appearance, the quieter operation and the fact that in most motels or apartments, window space is at a premium. We developed a specially designed framework which we call a "header", to make the unit fit into the wall. It also cuts installation costs. Today, 90 percent of our installations are wall installations."

#### **Order Is Placed Early**

After Haworth and Watts have worked out overall quotas for the coming year, the firm's order is placed with the manufacturer for the number of room units which are desired for the following year. This is done in December so that any adjustments with the manufacturer may be ironed out before the selling season begins.

The third step in St. Anthony's sales (Continued on page 120)





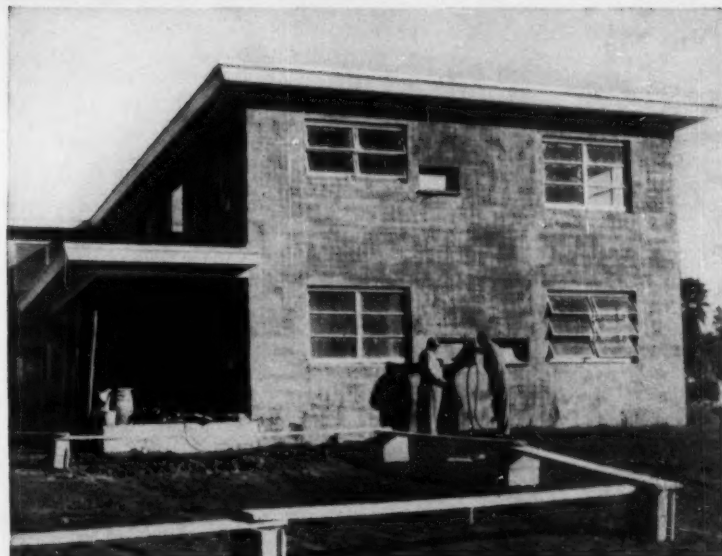
**HAWORTH DEMONSTRATES** a room air-conditioning unit for St. Anthony Corp. retailer and prospective customer. Well equipped show rooms are maintained by company where dealers may bring prospects for better demonstrations.



**A FLICK** of the switch permits this Mitchell room air-conditioning unit to provide heat as well as cooling when it is needed by this St. Anthony customer. The unit was installed through a solid masonry wall.



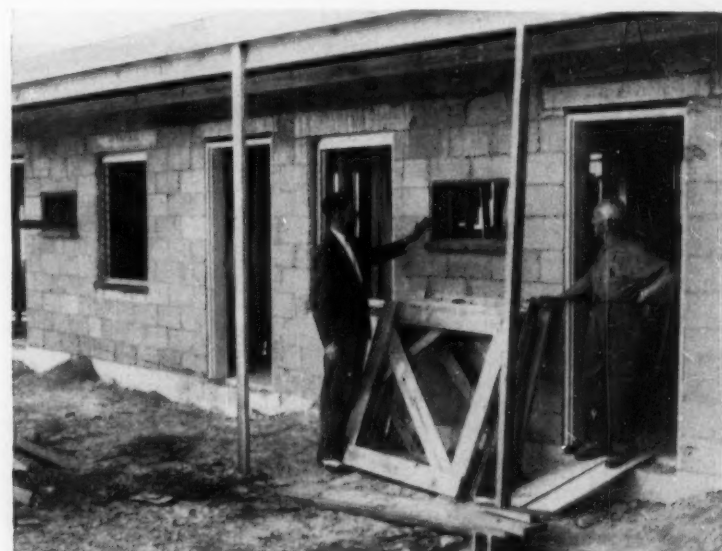
**SERVICE DEPOT**, manned by expert workmen, is maintained by the St. Anthony Corp., to provide its 50 dealers in 21 mid-Florida counties with efficient service. Department is prepared to make installations for dealer or furnish him plans.



**EXPLAINING** how the "header" is installed, Haworth shows the owner of this new two-story, eight apartment building in the Clearwater area, where the air-conditioning units will be placed, leaving all window space free and unencumbered.



**THE HOUSE OF AIR CONDITIONING** is unique among Clearwater business houses. Converted from an old residential building, it contains showrooms with full-line of air-conditioning units, offices and the service department of St. Anthony Corp.



**J. THAD WATTS**, sales manager for St. Anthony, joins the builder of a new motel at Clearwater Beach. In an inspection of "headers" necessary for room air-conditioning units which will be installed after the building has been completed.



**PEOPLE STOPPED** at Atlas Radio & Television Co., displays which broke as Cleveland entered 1952 hot spell.

# The Weather Took Over Their Fan Campaign

When hot weather hit Cleveland, Ohio, last summer, so did Atlas Radio & TV's fan promotion—seasonal timing that brought into the six-store firm \$13,000 in fan sales, saved most of its promotion money and established it as fan headquarters for the area



**PLANNING** for three-week promotion was job of distributor Sanford Leff, Joe Valentovis, Atlas' buyer, and, standing, Dick Gang and George Gould of Viking.



**PROMOTION** included calls by Viking advertising manager George Gould on newspaper editors like Joe Schram of Cleveland *Press* to arrange for publicity stories.





**TV ADS** for fans included time on WNBK fashion show conducted by Maggie Byrne in afternoon, and on Cleveland utility's daily weather programs.



**SALES RUSH** started the first day with purchase by a Mrs. Irma North from salesman Peters. Firm sold 102 fans first week, stopped promotion after five days.

**T**HE weatherman pulled some funny tricks in 1950 and 1951, as a result of which some dealers were afraid that he just didn't have an interest in their fan business. To compensate, Atlas Radio and Television Co., Cleveland, Ohio, worked out a thorough fan promotion with the manufacturer and distributor to attract interest and traffic in 1952.

The promotion was designed to use all forms of advertising and to last for three weeks. The starting gun was to sound on the first day the temperature hit 85 degrees and predictions were for several more of the same. But what happened? Just as the plan got into operation the weatherman baked Cleveland and other nearby cities in day after day of hot weather.

Atlas, with six stores (one down-

town) planned to spend \$3,000 for radio, television and newspaper ads, also expected free publicity in newspaper stories and some benefit from the local utility's weatherman television show. But, because of the terrific weather and the sales response, the promotion was stopped after five days and they used only a third of their budget (or \$1,035) to sell 102 window fans the first week and 74 subsequently on call-backs. Total fan sales ran to \$13,229.92.

#### **All Stores Sold Fans**

The best window displays were set up in the downtown store. But in the neighborhood stores factory displays not only helped sell fans, but brought sales on many other appliances and furniture.

"It so happened that our TV sales lagged like the devil about that time," Joe Valentovis, buyer, explains. "Therefore, the floor TV salesman, although not prepared to sell, started writing fan orders. Many days, over 40 orders were written.

"Sales went so fast, that it was necessary to stop our advertising to be sure that adequate supply of fans would be available for our customers. Never before had we sold fans, and the whole project was an experiment of Viking Air Conditioning Corporation. As a relatively new outlet, Viking went out of their way to give sales material and advertising cooperation which would gain us a good foothold in the market."

Since the program was planned on an experimental basis, the cancelling

of the advertising was not difficult, because in setting up the promotion it was decided that if it did not bring immediate results the first week, Atlas would suspend it. As it worked out, Atlas' suspension was caused by quite the opposite condition.

#### **Learned A Lot**

Despite the aid from the warm weather, Atlas learned a lot on fan selling. Advertising for the Viking window fans was so effective that dealers in other stores had calls from prospects wanting a "Viking" fan. The majority of prospects wanted a two-speed fan. "We had originally ordered both speeds and displayed them together, but featured the two-speed in advertising," Valentovis (Continued on page 124)



**SALES INSTRUCTION** was given by Viking's Dick Gang to a large proportion of Atlas salesmen, the majority of whom had no previous experience in fan sales.



**SIDEWALK DISPLAY**, not common for fans, helped make passers-by realize that Atlas was in the fan business. This display was located at one of branch stores.



**NEXT-DOOR CALLS** are a must for Maytag Sales & Service Co. salesmen. Whenever they have finished one interview with a prospect they call on the lady living next door or across the street.

That's the yearly volume of the Maytag Sales & Service Co. in Birmingham, Ala., and it's all done by such methods as always making "next-door calls," following clotheslines, and letting every employee sell

By A. B. Windham

## \$216,000 in Washers Alone

**W**ASHING machines are going to be popular just as long as there are dirty clothes to be washed, says F. G. Vinyard, owner of Maytag Sales & Service Co., in Birmingham, Ala. And, Vinyard adds, as long as they're popular, he'll sell them.

The Birmingham dealer started selling washing machines back in the depression days of 1932. At that time he loaded one or two machines in the back end of his car and drove about the countryside, peddling them wherever he could. Today, with first class assistance from his sons, Paul and A. N. Vinyard, he operates a well established firm which specializes in automatic washer sales. Vinyard's major lines are Maytag and General Electric.

"We learned through experience the best ways to sell washers," declares

Vinyard. "In fact, we learned so well that our average sale of washers totals between 500 and 600 annually—about 50 a month, two-thirds of which are automatics."

The Vinyard sales volume last year exceeded \$335,000, of which \$216,000 was in washers. Obviously, the veteran dealer is entirely correct in his assertion that know-how, gained from experience, is the major factor in his fine sales record. To get right to the point, here are the major methods which the Vinyards list as sure-fire ways to sell washing machines.

### All Hands Work

**1. Get everybody selling.** Employees and service men are good salesmen, if given the opportunity, says Vinyard. In his organization, everybody sells. Full commission is allowed

service men as well as office employees on appliances they sell outside of their regular hours.

As an example, the firm's secretary and bookkeeper, Miss Mary Laird, accounts for more than \$4,000 in sales each month. Miss Laird has become quite an expert in automatic washers. She talks with her friends on off hours, brings them into the store for a demonstration and now sells like a veteran. She makes an average of at least two night appointments during the course of each week.

Several of the service men also are earning a good commission from their off-duty calls, according to Vinyard. He points to his service manager, Hollis Robinson, who makes an average of three night calls each week and adds around \$200 monthly to his regular salary. All of the service men and

employees receive the benefits of special sales training.

**2. Sell cost versus benefits.** Vinyard salesmen frequently bring out electricity bills to demonstrate graphically to the prospect just how much extra a washing machine will add to her washing costs. Translated into terms of how much time, work and worry is saved through the negligible additional cost, it makes an impressive sales argument. Salesmen find that the head of the house also can be readily impressed if he is shown that his investment is sound and profitable.

"After all," says Vinyard, "the average customer is looking for his money's worth and you've got to convince him that's what he's getting. Words are fine but if you can back it up with figures or proof, you've got a much

(Continued on page 84)





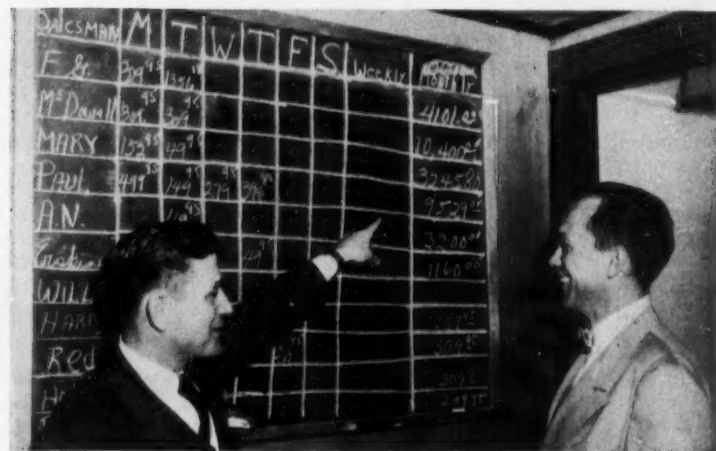
**A LOADED CLOTHESLINE** always indicates a prospect to salesman McDowell and other Maytag salesmen. They usually find the housewife ready to listen.



**CONTINUOUS CONTACT** with old customers helps make sales to succeeding generations. McDowell sold the lady at the left, now sells her daughter.



**COSTS VERSUS BENEFITS** is one of many sales techniques used by owner Vinyard to move a tremendous quantity of washers. Here he shows an electric bill.



**EVERYBODY'S NAME** is on the salesman's blackboard because everybody sells. No employee of the firm is barred from making sales, all get full commissions.



**SALES TRAINING** is given service men, because many of them sell washers during off-duty hours. One, Hollis Robinson, earns \$200 extra every month.



**BOOKKEEPER** Mary Laird accounts for an average of \$4,000 in washers every month, simply by making night calls, giving evening demonstrations in the store.

## \$216,000 in Washers Alone (Continued)



**A KNOWLEDGE** of soaps and detergents helps Miss Laird and salesmen to talk intelligently to prospects, help them solve washing problems. Thus they gain customer goodwill.



**RECONDITIONED WASHERS**, like the one Vinyard shows prospect, are guaranteed for 90 days, sold without advertising.

stronger selling argument with which to convince customers."

Vinyard has his own plumbers under contract and offers his washing machines, completely installed, as a package deal if the buyer so desires it.

**3. Free home demonstrations.** This factor has long been a Vinyard custom, since he finds that more than 90 percent of the washers placed in homes on free demonstration are kept by the prospect.

Through the use of a six foot filler hose, an eight foot drain hose and a metal "Y", Vinyard finds it a simple matter to demonstrate automatic washers as easily as conventional washers. Free home demonstrations are offered to all prospects who come into the store for a demonstration or who otherwise show interest in a washer.

**4. Follow the clothesline.** This is a cold canvass method that pays off in direct sales, future prospects and good will. Flapping in the wind at the rear of thousands of homes are thousands of clotheslines with thousands of garments. A line loaded with diapers is just like a beacon pointing to a sure prospect for a washing machine, says Vinyard, and the woman who has to do this washing is always ready to listen to anybody who can offer a suggestion how to lighten her work. It must be remembered, too, that if the prospect isn't in the market for a washing machine, there may be the opportunity to sell a dryer or ironer.

**5. Follow the repairman.** Sometimes Vinyard salesmen put on a repairman's jacket and get on the truck with the service man when he goes to deliver a repaired washing machine. He thus gains direct entry into the customer's home and can discuss the possibility of a new automatic washer while the old one is being put back in use.

He is able to point out effectively to the housewife that her old washing machine can be traded in as a substantial down payment on a new one. By following the service man with a friendly call, Vinyard salesmen also find an excellent opportunity to locate new prospects, leave literature and create good will for the company, which pays off in future sales.

**6. Sell through the user.** Taking a tip from Maytag's advertisements which stress that the third generation is now using the same brand of washer, Vinyard maintains constant contact with customers to whom he sold washers 20 years ago.

"We're now selling the second generation ourselves," he declares. "Possibly it's trite to say so, but our old customers are our best sales sources. We always try to keep them on the books."

Utilizing the "bird dog" method of finding prospects, Vinyard frequently rewards old customers who turn in the names of possible new buyers, and some of his largest sales have resulted from this practice.

**7. Study washing problems.** The hardness of water and the effectiveness of certain soaps and detergents can be a real problem to the housewife, Vinyard points out.

"Many of our salesmen, and particularly Miss Laird, have made their own experiments and studied these problems which, small though they may seem, are a vital part of washer selling," he declares. "Discussion of soaps, detergents, water hardness and other side factors permit the salesman to keep the prospect interested during a demonstration and help him to overcome sales resistance."

**8. Next-door calls.** The Vinyard salesmen are trained to make the next-door call on every interview they conduct. After talking with a prospect and leaving her house, they make it a point to ring the doorbell across the street or next door and talk with the neighboring housewife. This practice has resulted in plenty of washer sales, additional business and future prospects which might not have been obtained otherwise.

**9. Attention to trade-ins.** Replaced washers can provide a good extra income from their resale, Vinyard points out, and since approximately 60 percent of his firm's washer business involves trade-ins, special attention is paid to this factor. All washers traded in are reconditioned and repainted in the service department and placed on sale in a special display room. Vinyard does not advertise the sale of

used washers but depends on display and normal inquiry to move them.

Reconditioned washers are guaranteed for 30 to 90 days. In this period, the firm gladly refunds what has been paid on a new washer if the customer is not satisfied that its performance is better than his old one.

**10. Feature service.** The Vinyard service department is manned by seven repair and service men, many of whom have been with the company for several years. The firm is prepared to offer quick service or needed parts when the customer desires them. A \$10,000 stock of parts is maintained at all times and a fleet of service trucks provide quick pick-up and delivery service.

### Service Promotes Sales

"We use our service department as a sales promoter, too," says Vinyard. "By being able to guarantee good service to back up the purchase, we win the customer's confidence in our product and assure him that he need never be without the use of his appliance for any abnormal length of time."

"There are, of course, many other ways to sell washing machines, such as promotions, campaigns, contests, cut prices and so on, but 20 years of selling has convinced us the methods we employ are the soundest and most profitable we can use. We're looking now to selling the third generation by just such sales procedure." End





**AIR CONDITIONING** estimating charts and selectors are made in a variety of forms. On the left are those types which require some computation, but which can be completed in 15 or 20 minutes. On the right are samples of the pocket calculators which are supplied to dealers by some manufacturing firms.

### Make These Rules a Habit!

1. **CAREFULLY FOLLOW** the manufacturer's installation instructions as to wiring, fusing, etc.
2. **BE SURE** the characteristics of the available electrical power (voltage, alternating or direct current, phase, cycles) are suitable for the particular room air conditioner being installed.
3. **CHECK** the power supply. For satisfactory operation, the voltage supplied to the unit should be within 10% of the name-plate voltage.

Voltage should be checked with a good voltmeter while the unit and all lights and appliances on the same circuit are operating. If the voltage is too high or too low, check over the power supply and the branch-circuit wiring.

Phantom testers, which approximate the effect of the room air conditioner, are available for obtaining a voltage indication without connecting the unit.

4. **BE SURE** the wiring to the unit is adequate. Wiring too small, or overloaded, is a potential fire hazard—so make certain that the branch circuit serving the unit is properly sized. Units under  $\frac{3}{4}$  horsepower can usually be installed without difficulty on existing #14-gage circuits; larger units almost always require heavier wiring (#12-gage) or are applied on 230-volt circuits.

**Never use ordinary household extension cords**—the wire is too light. If an extension cord must be used, it should be of at least #14-gage wire or larger, depending upon the requirements of the unit. The extension should be as short as possible and have good connections.

5. **BE SURE** the electrical circuit serving the unit is properly and safely fused for the job.
6. **WORK CLOSELY** with the local power company and city authorities. Be familiar with local regulations.

**THESE RULES** for good wiring practices while installing room air conditioners were drawn up by the Air Conditioning and Refrigerating Machinery Association.

# Installing Room AIR CONDITIONERS

Selecting the right unit for the job and installing it properly isn't difficult if you follow the recommendations of manufacturers and utilities, but it is vital for operating efficiency and consumer satisfaction

"IT is of the utmost importance that the installation of the air conditioner be a job worthy of a real craftsman."

That's the way one air conditioning manufacturer prefaces the installation instructions for its line of room air conditioner.

It's a sentiment shared by every other manufacturer since a poor installation job can seriously interfere with the efficiency of the unit and create customer dissatisfaction.

It's fortunate, therefore, that cor-

rect installation of room air conditioners isn't a particularly difficult job. Few special tools are needed. A mechanic and a helper (who require relatively little special training for the job) are all the manpower needed for the job. And supplies for the ordinary installation are included with the unit.

For the benefit of dealers who may not have done very much with the room air conditioner business so far but who are wondering just what's re-

(Continued on page 128)

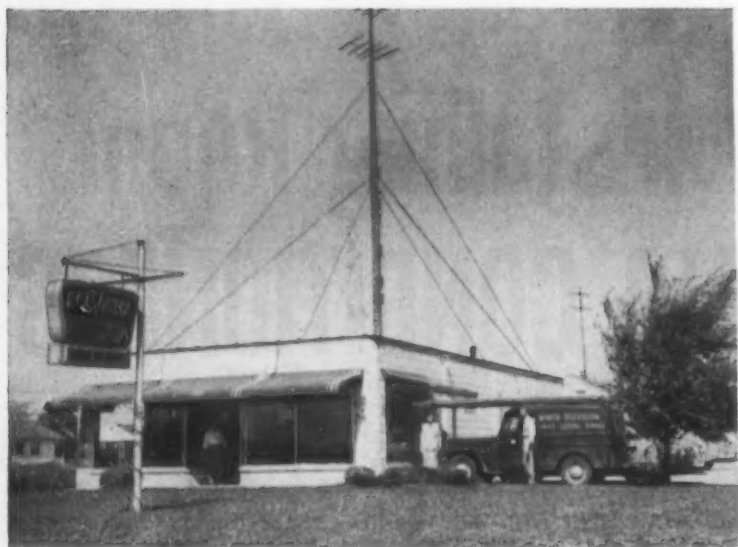


**BACK FROM VACATION**, salesman Ray Jones (center) gets the check he has "earned" while away through the efforts of store manager Harry Edwards (right) and Leroy Linsberg—who split their commissions with him.



**A CROWDED SALES FLOOR** doesn't mean that some prospects have to wait while salesmen handle one customer at a time. Here Jones (right) puts on a demonstration for the whole group while Linsberg circulates to close sales.

## Would You Run a TV



**GOING OUT** to bring prospects in for a demonstration doesn't mean that a salesman will lose out on sales made while he's gone, so Linberg doesn't hesitate to drive out to a lady's house and bring her back for a TV demonstration.



**NO POINT** in starting another advertising promotion while he still has all these unsold prospect slips, owner Ken Burtner (left) explains to store manager Edwards. Both agree that an ad at this time would be wasted money.

**K**EN BURTNER, owner of Muncie Television, Muncie, Indiana, thinks that salesmen can be taught to work together.

Burtner started selling television from his garage in 1948. By July, 1950, he had opened his own store. Soon he began noticing that salesmen squabbled over prospects coming in to see merchandise.

"They fought over who would wait on the next prospect," says Burtner. "They wouldn't refer a prospect to a certain salesman even if that prospect asked for that salesman. It got

to be a real problem. So, I sat down and made them a proposition.

"The way to stop all that," I told them, "was to agree to split all sales 50-50. In other words, no matter who made the sale, each man shared in the commission. One day a salesman may close ten sales and another may have only five, but each will share the 15 total sales."

Salesmen are paid a five percent commission, which is much higher than the three percent some other dealers in Muncie pay. Burtner personally makes no sales on the floor.

All sales are shared by the two full-time and the three part-time salesmen.

The biggest advantage of setting up a plan like this, Burtner believes, is the elimination of dissension between salesmen. Salesmen are paid while they are on vacation even though they are not making sales on the floor. While one salesman is gone, the others make all the sales, but share the commission. "I don't suppose that the salesmen really liked the idea when I first mentioned it to them," says Burtner. "But after it had been in effect for a while, they changed their

minds. Now a week can't go by that they don't get a nice check. During the vacation period this summer, one salesman made \$143 for the week while he was gone. Another made \$168 (they had different tax deductions) and both were very happy.

### Commission Paid on Payment

"One thing that commission-basis salesmen always wonder about is, 'How soon will I get paid?' I wonder about the same thing," Burtner adds. "On most of the sales we make, we don't have too much trouble. But





**LINSBERG'S PROSPECT**, a housewife, tells him that she can't make a buying decision without her husband, even though she likes the set, but that she will make a definite appointment to return with him later.



**JONES' CUSTOMERS** are the housewife who first talked to Linsberg and her husband. He takes care of them even though Linsberg is not in the store and there will be no hard feelings between the two salesmen later.

# Sales Staff Like This?

*"Splitting the commission from every sale among all salesmen kills incentive."*  
**But that's the way Muncie TV, Muncie, Indiana, does it.**

*"Salesmen should have protection on their prospects."*  
**They don't get any at Muncie TV.**

*"Naturally, commission salesmen don't get paid on vacation."*  
**They do at Muncie TV.**

*"Salesmen should never butt in on another man's sale."*  
**At Muncie TV they work on the same prospects.**

*"Pressing for immediate full payment on every sale would be economic suicide."*  
**They do it at Muncie TV—and the gross keeps climbing.**

sometimes a customer will come back and say he has changed his mind and doesn't want the set. If I've already paid the commission, I'm out. That's why we set up a commission book. In it we list the date of the sale, serial number of the set, list price, delivery date, and last, payment date. It doesn't matter how payment is made, whether it is from the finance company, or on the 90-day credit plan. When we've been paid in full the salesmen get their commission money.

"Salesmen naturally try harder to make sales stick (Note: American Se-

curity, Marion, Indiana, says Muncie TV has the lowest repossession rate of any firm it knows) and to get the customer's payment as soon as possible," Burtner continues. "We make this whole project teamwork."

## Teamwork On the Floor

When traffic gets heavy on the floor, and more people are waiting to talk about television than two salesmen can handle at a time, Burtner's salesmen—Leroy Linsberg and Ray Jones—ask the people to sit over on one side of the room and watch television.

Then Jones goes into a sales pitch for the entire group while Linsberg goes around to one couple at a time and closes the sale. "If both salesmen were in there fighting for their own share of the commission," Burtner explains, "they couldn't work a plan like this. But our teamwork helps us to close more sales that might get away from us. People sometimes will get tired of waiting and leave before the salesman can talk to them. But they don't get away from Jones when he has them in a group demonstration sales pitch.

In fact, we close over 60 percent of our sales by using this group demonstration technique."

When traffic falls off and Muncie Television's salesman want to keep up business, the best way to get it, they have found, is to go out after it. Usually, from the list of prospects the salesmen can find someone who is willing to be picked up in the company car and brought to the store for a special demonstration.

Although in the fringe area of Indianapolis, Muncie has reached a

(Continued on page 136)

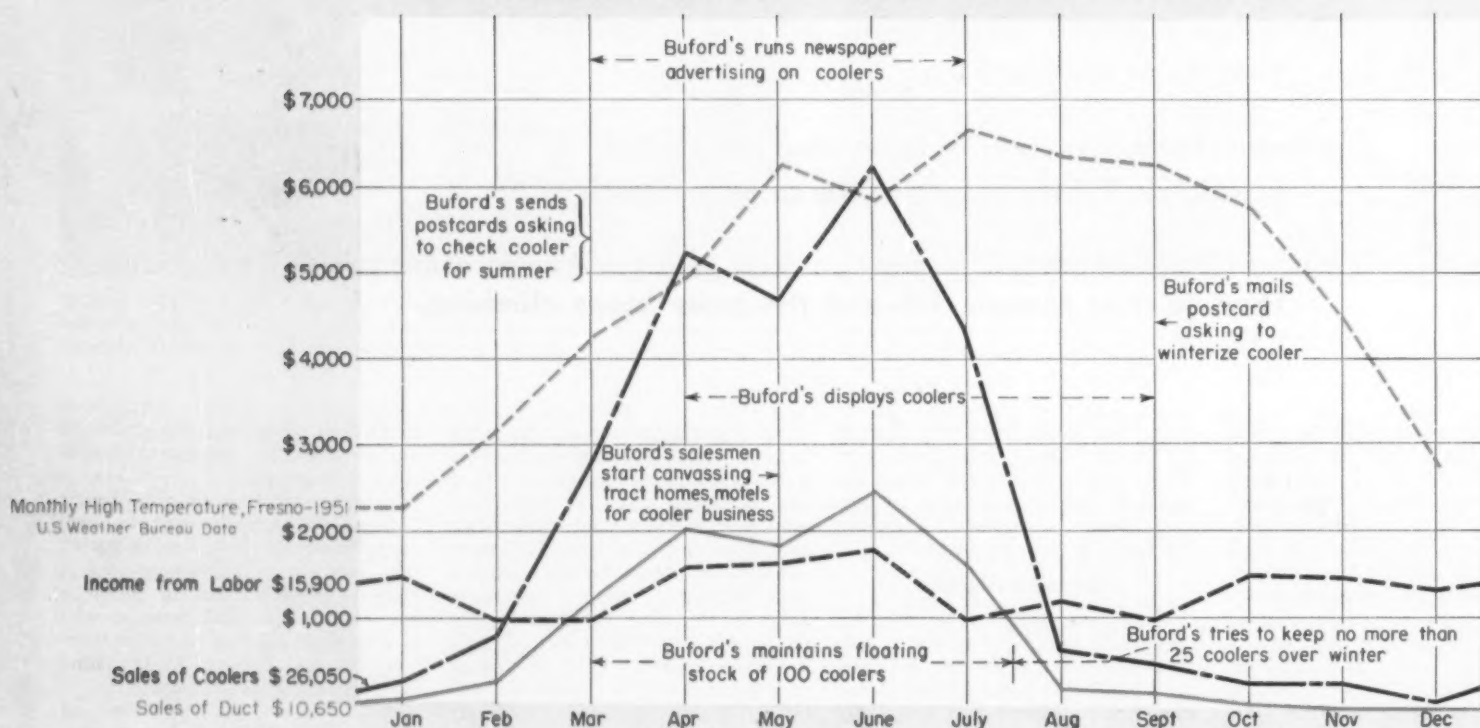
# Air Conditioning is a FIFTY GRAND BUSINESS

## *for This Fresno Dealer*

In building air cooling sales to one-tenth of its overall volume, Buford's has diversified its operation to include package units, central systems, duct installations and service — a procedure which it recommends to other appliance dealers and which it demonstrates in the following six-page photostudy

By HOWARD J. EMERSON

### AN APPLIANCE DEALER'S \$52,600 YEAR IN AIR COOLING







THE BOOKS show "the picture of our air cooling business—about \$52,000 a year firm's founder, Tom Buford, and standing is John Moffatt, manager of air cooling

in all," partner Jack Moffatt tells editor Howard Emerson. Seated right is the sales and service. These three gave Emerson the story of how Buford's operates.

#### Pattern of Buford's Air Cooler Sales

	*Sales of Coolers	*Sales of Duct	*Income from Labor	Monthly High Temp.
Jan.	\$ 250	\$ 50	1,500	63°
Feb.	750	250	1,000	72°
Mar.	2,875	1,250	1,000	83°
Apr.	5,250	2,100	1,600	90°
May	4,750	1,900	1,600	103°
June	6,250	2,500	1,700	99°
July	4,520	1,700	1,000	107°
Aug.	625	250	1,200	104°
Sept.	500	200	1,000	103°
Oct.	250	50	1,500	98°
Nov.	250	0	1,500	85°
Dec.	0	0	1,300	68°

\*Dollar figures are a four-year average.

AIR cooling equipment is a \$50,000 a year business to Buford's, a full-line appliance and radio-TV dealer in Fresno, Calif. And such volume is no jack-come-lately to this oldest of all appliance dealerships in the Golden State. Since 1932, when founder Tom Buford installed the city's first cooler in a local courthouse, this concern has developed its air cooling business along with a \$500,000 yearly appliance-radio-TV volume.

What an appliance dealer can do with air cooling is well represented in Buford's operation, for this concern is an example that there can be more to the air cooling business than just the floor merchandising of the "packages" now being produced by many manufacturers. To the many new dealers being brought into the air cooling business by the advent of low priced room air conditioners, Jack Moffatt, partner and manager of Buford's, advises a serious consideration of the extent of the market for air cooling equipment.

"Selling packages off the floor is a good business, and with the coming of reasonably priced electric window units backed up by national advertising and promotion, these packages will be by far the largest dollar volume producer for any dealer handling air cooling equipment. But many dealers can consider the possibility of extending their operations to include the almost unlimited domestic and commercial market. Of course, entering into these broad fields isn't done by just hanging up a sign or putting a listing in the 'phone book. We've found during our 20 years in selling air cooling equipment that any extension of the business beyond simple window units requires

much preparation—and investment, too."

From his experience, Moffatt emphasizes the following needs of a full-scale air cooling business for an appliance dealer operation: (1) A full time specialist with technical knowledge of estimating cooling installations; (2) someone, maybe the same man, who knows building construction, to design and supervise duct work; (3) a way to procure sheet metal ducts, either by working agreement with a local contractor or, as in Buford's case, a source of prefabricated duct; (4) an installation and service crew large enough to handle peak business (however, these peaks can be leveled by promotion and advertising); (5) investment in stock of coolers (1,200 cfm to 13,000 cfm in evaporative,  $\frac{1}{2}$ ,  $\frac{3}{4}$ , and one ton and larger in electric coolers), and in stock of filters, motors, belts, and other parts for immediate service.

Such personnel facilities make it possible to enter the business of selling, installing and servicing full-home installations as well as the commercial and light industrial market.

The appliance dealer is the most natural outlet for the room cooler, Moffatt believes. "It is a plug-in major appliance the same as the home refrigerator. It requires the same type of display, advertising, promotion, demonstration, and other phases of specialty selling that the appliance dealer and his staff are the most experienced in."

Where appliance dealer Buford's has found a broad market for air coolers, how the concern sells the market, promotes the coolers, and the facilities it has set up to make this \$53,000 a year business possible, is seen in the following ELECTRICAL MERCHANDISING photostory.

## \$50,000 a Year in Air Conditioning (Continued)

### Buford's Market Is Big . . .



**IN MOST MARKETS,** Buford's air cooler sales manager John Moffatt tells editor Howard Emerson, sales of refrigerating window units to homes would be the biggest part of a dealers business. However Buford's sells more evaporative



coolers (left) for \$125 including installation, than refrigerating units (right) which retail for \$409, plus \$25 for installation, partly because of limited air conditioner shipments to the West Coast.

### How Buford's Sells



**DISPLAYS** of Buford's lines of air coolers are set up just inside the door beginning in April. They are kept turned off so that the salesman can more readily demonstrate rapid cooling effect.



**DEMONSTRATION** of refrigerating types by salesman Bob Moffatt includes three points: dehumidifying action; dust reduction; and thermostatic control.



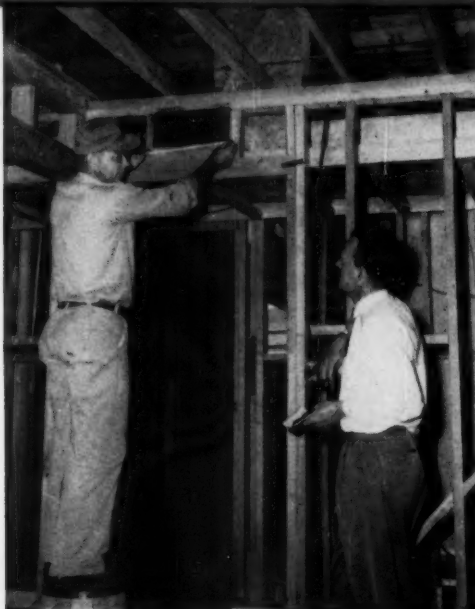
**INFORMATION** is given prospects on area single unit will cool, cost of installation. Moffatt emphasizes comfort provided, deemphasizes price of unit.



## But Not Typical



**CENTRAL SYSTEMS** return the biggest dollar volume, Moffatt tells Emerson. A large roof evaporative cooler and ducts cost about \$350 installed.



**BUILDERS ARE** a big part of Buford's market, because the company can show them savings of 15 or 20 percent by installing ducts before walls are closed.



**ODD JOBS**, like this installation in a trailer, help swell volume, but are not nearly so important as sales to motels, private homes, offices and stores.

## Air Cooling



**USING THE USER** is particularly effective technique, takes pressure off salesman. Moffat's prospects visit a home, hear happy owner fortify the comfort story.



**SELLING UP** to a full home cooling system is the next step when the prospects have decided to keep the trial unit. Here Moffat tries to sell bigger window or floor unit or a central system.

**FREE TRIAL** is a sales clincher. Screened prospects try a window cooler in their home, discover how quickly unit cools air, don't want to give it up.

*Continued on Next Page*

## \$50,000 a Year in Air Conditioning (Continued)

### How Buford's Gets



**SERVICE LEADS** are responsible for replacement sales. John Moffatt gives cards to Buford's partner, Jack Moffatt, for turnover to salesman Tommy Lowe.



**FREE ESTIMATES** get salesmen into homes where they can make sales talk. Estimates are offered in newspaper and direct mail advertising in hot weather.

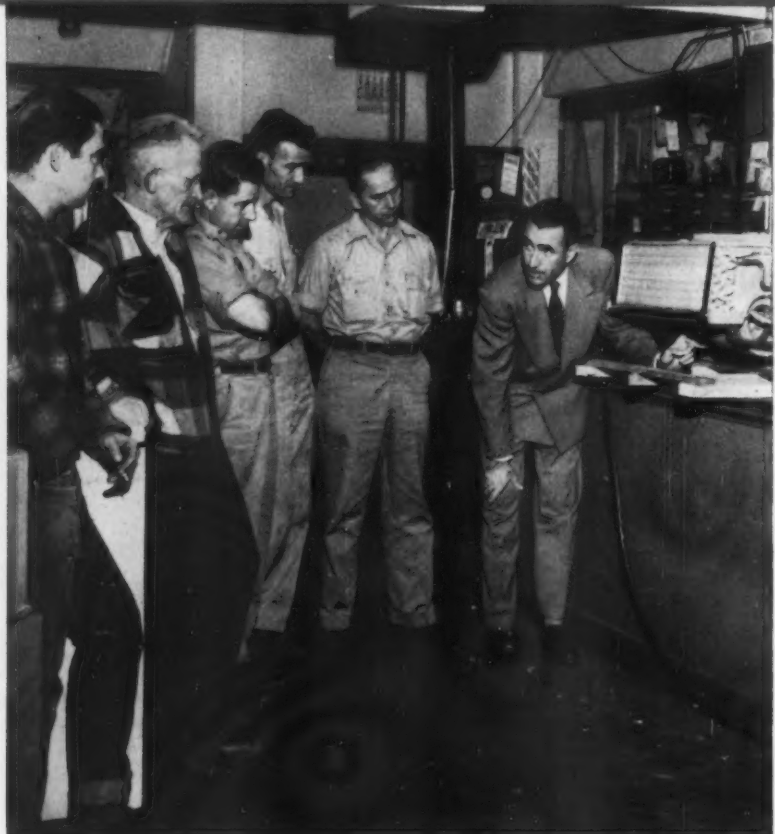


**KNOW-HOW**, implied in photos of previous installations, is a tool for Moffatt to use in selling a commercial prospect. Firm has 20 years experience.

### Buford's Has People and



**TRAINED** sales staff knows how to sell air cooling equipment because it knows the product and the local market and gets training from distributor's representatives like Slim Brundage (right) of Derlin-Drew.



**SKILLED** service staff makes Buford's cooler service and installations account for a large part of yearly volume. Know-how is increased by specialists like Valley Electric's Dave Brock.



## Its Leads and Sales



**OUTSIDE DISPLAYS**, like this operating Essick cooler which attracts attention with streamers, are responsible for many sales. Casters make it easy to move display into the store at closing time.



**NEW LEADS** often come from appliance customers. Salesman Howard Bougher shows prospect cooler literature while making Buford's customary follow-up call on a home laundry sale.

## Facilities for a Big Operation



**ANY REPAIR** or reconditioning job can be handled because the company maintains \$3,000 in parts on trucks, \$5,000 in shop inventory, a total of \$8,000.



**COOLER INVENTORY**, pictured here during off-season low, is maintained through the March-August peak at about 100.



**SHEET METAL** for ducts, purchased prefabricated, enables Buford's to compete with heating-ventilating contractors, amounts to \$10,000-a-year.

**SERVICE FACILITIES** give men equipment to do a big job. Nine trucks, lined up below for an advertising photo, are rushed during peak season.



END



**CHAN THE MAGICIAN** turns the Miller Furniture Co. of Green Bay, Wis., into a hall of mystery as part of the show which the company staged to draw traffic.



**ADVANCE PREPARATIONS** for the show included a radio interview between store-owner Gene Miller and the star of the performance, Margo the mind reader.



**INTEREST BUILDING** stunt was performed prior to the main show when magician Chan drove a car through the streets of Green Bay wearing a hood over his head.



**SHOW ITSELF** featured Margo, who read minds while seated in TV cabinet at stair top. Audience was amazed by her ability to identify objects while blindfolded.



**ERRORS MADE** by Margo during mind-reading performance resulted in prizes for audience. Company gave door prizes, in return got prospect cards and sales.

# It's Magic For TV Traffic

Magic and mind-reading help convince Green Bay that Miller Furniture is the place to buy television

ALTHOUGH Green Bay, Wisconsin, is, at this writing, still a fringe area for TV reception, the end of the freeze means that reception is almost sure to improve, and Green Bay people know it.

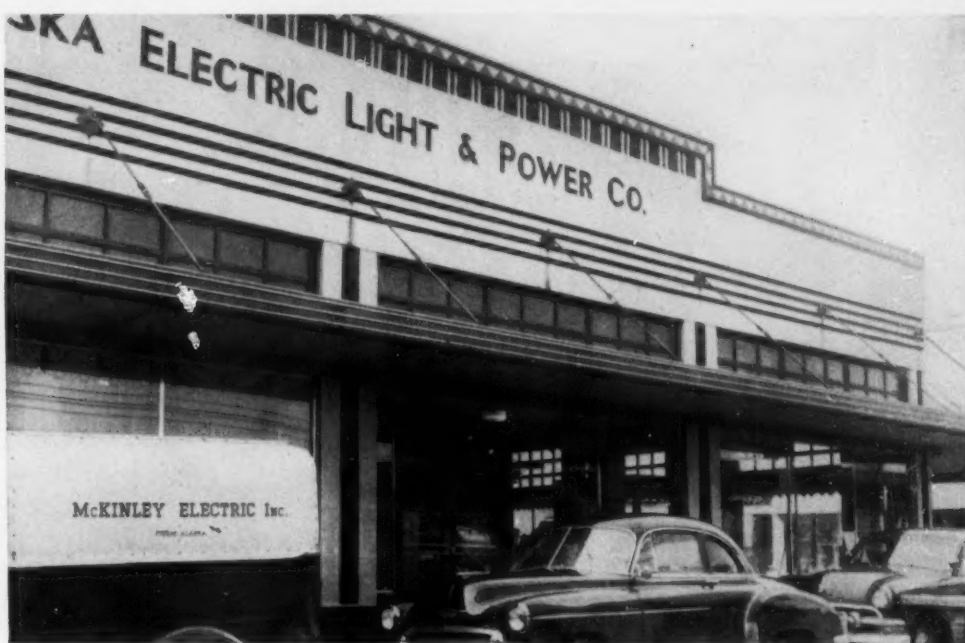
To capitalize on this increased interest, Eugene Miller produced the show pictured on this page. He wanted to make sure that Green Bay residents know he sells television; he wanted to get them to visit his Miller Furniture Co. and to be exposed to his merchandise; and he wanted to know which of

them were his most likely prospects.

So he bought a package show, Chan the magician and Margo the mind reader. That in itself, with adequate advance publicity, was enough to draw a crowd, but the cleverness of the promotion lay in the fact that Margo deliberately made some mistakes and those catching the errors were awarded \$25 checks applicable to the purchase of a television set. Margo, blindfolded, operated from the interior of a Capehart television cabinet—which in itself focussed attention on the brand.



For the Alaska Electric Light & Power Co the hardest part of an appliance sale is figuring how and when it will get to Juneau and from there to customers who may live 1300 miles away and are only accessible by rowboat or plane



WHEN CUSTOMERS visit the Juneau building of the Alaska Electric Light & Power Co., they find it as modern and attractive a showroom as many in Canada or the United States.

## In Alaska

# Sales Are Easy—But Deliveries... *Ouch!*



LIKE CUSTOMERS anywhere the first thing this prospect does is to pick out with the help of sales manager L. R. Hoisington the appliance or appliances she wants. After the choice is made, either from floor stocks or a catalog, the



next step is to pull out a map and point out where in Alaska her home is. A calendar is also essential to every sale because with it Hoisington tries to outguess weather, plot steamship sailings, and determine delivery date.

FOR Juneau's Alaska Electric Light and Power Co., which operates the largest electrical appliance store and showrooms in all Alaska, merchandising is a kind of three-sided boxing match.

In one corner sits the weather—always unpredictable, and prone to lead with fog, rain and snow. In another stands the long steamer voyage up from the States. And sitting rather dejectedly in a third corner is the customer.

The referee is L. R. Hoisington, Alaska Electric's sales manager. He first pairs weather and the steamships

against each other in the ring's center. If the steamers KO the weather in a reasonable length of time, then he deals in the customer.

The Stateside electrical merchandiser, reasonably sure of his delivery dates and within phoning distance of his local jobber, would probably go raving mad if he lived Hoisington's existence. But Hoisington is used to it.

One day during last winter a woman came into Alaska Electric's store. She said she wanted a certain model electric stove. She knew exactly what she wanted; she knew its approximate

price and she knew she'd have to pay half the shipping charges from Seattle to Juneau. There was no dickering. She made no requests for special deals. She had the money with her—just in case.

The first thing Hoisington did was to look the model up in his catalog. The second thing he did was to figure shipping charges. Then, when the woman explained that she lived on a tiny island about 60 miles northwest of Juneau, Hoisington told her. "We'll deliver to the city docks, or we can fly it out."

"Deliver to the docks," the woman

said. "My husband has a fishing boat, and he'll pick it up."

Then, calculating ordering time against shipping time, and figuring just about when the stove would get space in the once-a-week steamer, Hoisington and the customer retired to a big wall calendar. Pretty soon he came up with an approximate delivery date, "About three weeks from today," he said. He could have added some "ifs"—if the weather is all right, if the boat isn't already filled, if they get the crating finished and have the stove ready for the boat leaving on such-

(Continued on page 167)



SALESMAN HERMAN GETZ of the Banks Co., New Orleans, tries to get neighborhood residential prospects into the store so that he can give a point-by-point air conditioner demonstration.

Herman Getz, a salesman for the Banks Co., New Orleans, has three approaches for his three types of customers, but he makes "Willie," a panting old trade-in, help him make sales to all three

# How a STAR Air Conditioning Salesman Works

WHEN he goes after room air conditioning prospects, Herman Getz counts heavily upon the help of a sales assistant known simply as "Willie." Willie is no green hand at getting the room unit orders. He has been in action only eight times, but each time he brought back an order for a new unit.

That's a pretty good record when you consider that this assistant of Mr. Getz can neither talk nor gesture. He can't even breathe.

"Willie," Mr. Getz explains, "is a gimmick I stumbled on by accident. He proved himself eight times during the 1952 air conditioning sales season. A year earlier, we accepted an old, beat-up air conditioning unit in trade on a new Philco. We allowed \$100 for the unit. A day or two later a

prospect who wanted air conditioning badly was objecting to the cost. I remembered this old unit and asked whether he would like to try out a used one and offered it at the \$100 we had allowed for it. The deal was made and Willie went out on what was to be his first selling trip.

"The used unit is no handsome thing, nor is it nearly as efficient as a new one. Such as it is, though, it works. It wouldn't give this prospect all the comfort he wanted on muggy days, but it delivered enough cooling to whet his appetite. Two days after Willie was installed, I had a phone call. 'Come get this blasted thing,' the prospect told me, 'and when the men come out, have them install a new unit, one of those you were talking about earlier.'

"We have made Willie into a gimmick. When price objections seem too strong to be overcome, I send Willie out again. Or when folks want a demonstrator, he goes into action. He's just good enough to let them feel what a good air conditioning unit might do, and not good enough—in his old age—to completely satisfy. He's been replaced every time with a new unit at full price, and comes back to wait the next selling opportunity. If one of my customers ever finally accepts Willie, I'm going to be a disappointed man!"

## Willie Works for Getz

Herman M. Getz, salesman for The Banks Company, 7204 Washington Ave., New Orleans, La., doesn't rely only upon Willie to make all his air

conditioning sales. He is pointed out by a leading distributor and by electric utility executives—as well as by his own boss, Charlie Banks, owner of the Banks Company—as one of the top air conditioning salesmen in the South's largest city. "He's a real ace," Mr. Banks says, "a fellow who uses no high pressure tactics but still manages to be ultra convincing, who has developed his own systems for getting leads, and some noteworthy ideas of his own (Willie is an example) for selling different types of air conditioning prospects."

Herman Getz separates prospects into three groups. He has developed air conditioning appeals and approaches tailored to each.

"Take the first step in any sale, for (Continued on page 148)





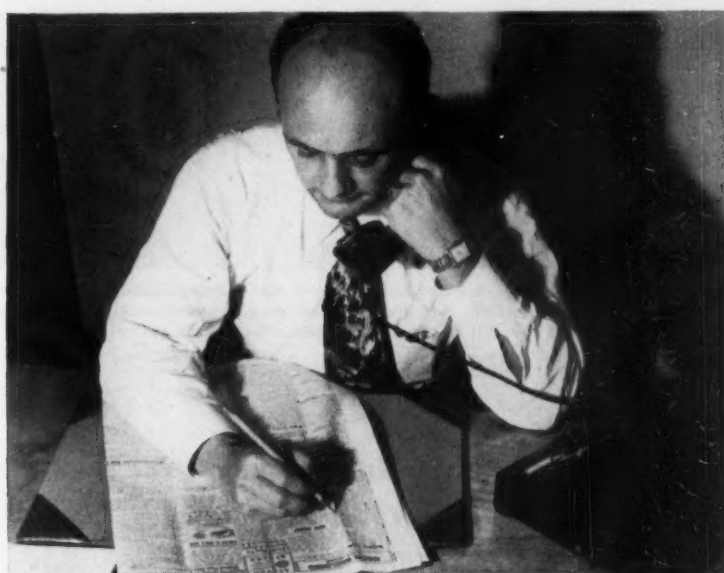
**DUST-FREE AIR** is one of Getz' important sales points with women. He uses drapes in store to prove that fabrics look better, last longer in conditioned air.



**COMFORT** is the main sales appeal to home owners. During a demonstration Getz directs stream of air in different directions to show what the unit can do.



**AFTER DEMONSTRATION**, Getz drives prospect home, takes out ruler and paper and "engineers" the right size unit for the area which is to be conditioned.



**COMMERCIAL LEADS** are often obtained from reports of construction permits. Discovering that a druggist will remodel his store, Getz calls for an appointment.



**"WILLIE,"** a second-hand unit, and Getz' best assistant, gets called into service when druggist wants a low-price deal. Willie will be installed in store on trial.



**DISSATISFIED DRUGGIST**, now convinced that he needs more cooling than Willie can offer and willing to pay the price, gets the story on a big commercial unit.



**SO SOLD** on TV service as a business builder are Cedrick and Robert Justis, owners of Justis Bros., Newport, Del., that they mention it in all their advertising. Service alone accounted for \$150,000 of their 1952 gross of nearly \$1-million.

**Cedrick and Robert Justis give all the credit for the rise of their Newport, Delaware, firm's volume from \$12,000 in 1946 to nearly \$1-million in 1952 to their TV service, but they've built that service in new and original ways**

# They're MILLION DOLLAR Service Men

## They Back-up a Good Idea



**DRIVE-IN SERVICE**, offering lower service charges, brings the Justis firm 25 percent of its repair work. Servicemen help customers unload set from car.



**PHILLIPS'** description of new sets interests the customer. Occasionally Phillips closes sales himself, more often turns interested prospects over to salesmen.

**H**OW effectively service can be used as a tool in building business is demonstrated by the dramatic growth of one of the East's leading firms. Only six years old, Justis Bros., Inc., of Newport, Delaware (a Wilmington suburb), topped \$750,000 in 1951 and was pushing the million dollar mark as 1952 drew to a close.

Robert C. Justis, president, and his brother, Cedrick D., vice-president, give all the credit to service. Bob

Justis explains it in this manner:

"Sales are made in two ways—by selling the product and by selling the organization. Everyone in town has the same products your salesmen are offering. But service men can sell your organization in the home, day in and day out.

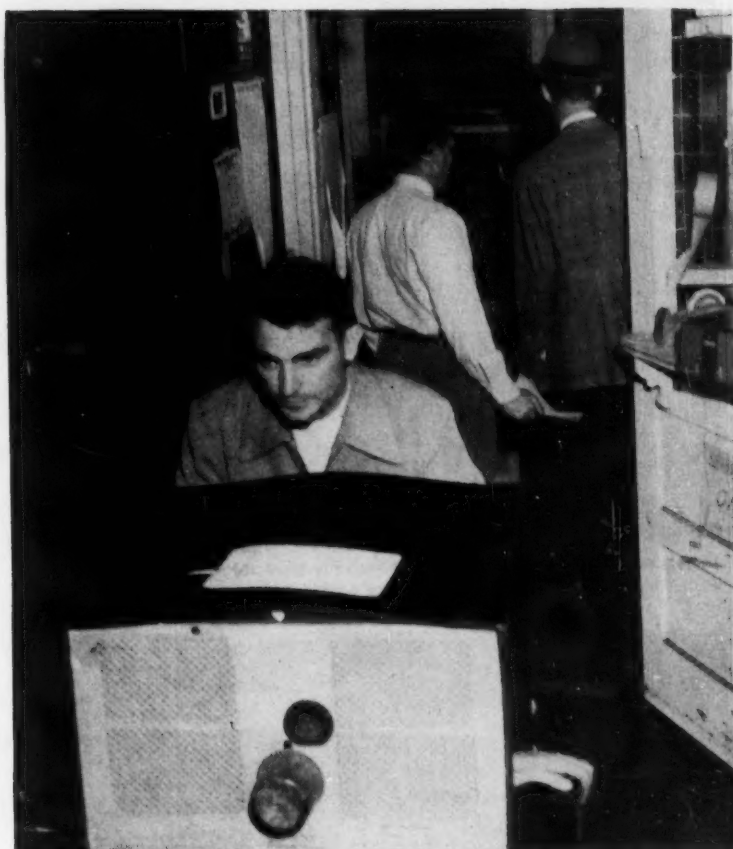
"Good service is the best 'gimmick' we know for getting old customers back and bringing in new ones. I've never seen word-of-mouth advertising travel so fast on anything as it does



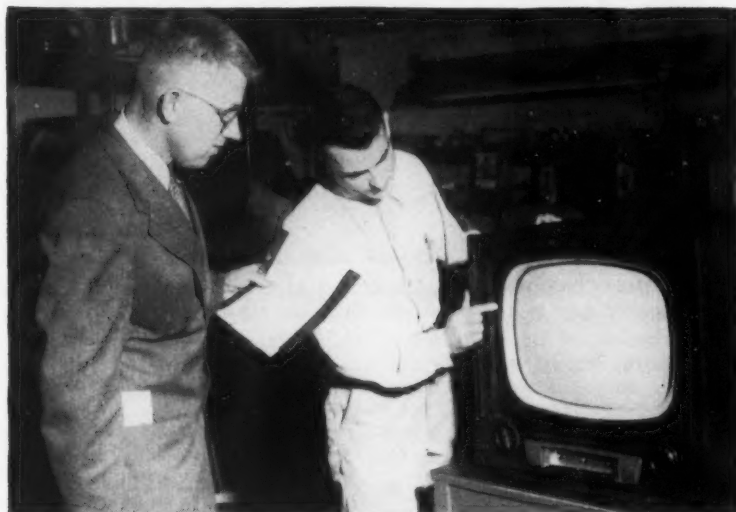
## with Excellent Service . . .



**IN DOORWAY** of repair department service manager Alonzo Phillips makes out work order form and listens to customer's own description of the set's difficulties.



**WHILE TECHNICIAN** wheels set to bench for a diagnosis, Phillips takes the customer with a few minutes to spare into the TV showroom to look at new models.



**FACTS** on the condition of the set are obtained by Cedrick Justis from the serviceman while Phillips talks to prospect. This information may help make a sale.



**JUSTIS TAKES OVER** from Phillips, reporting to the prospect on just what is wrong with the set, how much it will cost to repair, and, in this case, makes a sale.

on good reliable television service."

A brief look at the firm's history helps prove the point. Annual volume figures were \$12,000 in 1946, \$22,000 in '47, \$75,000 in '48, \$436,000 in '49, \$767,000 in '50, \$758,000 in '51, and close to \$1 million in '52.

The breakdowns are enlightening. In 1951, 92 percent of the gross was in television sales and service. In 1952, television volume was repeated, while an increased emphasis on white goods merchandising added almost \$200,-

000. The television sales-and-service total for each year was \$700,000, but service accounted for \$79,000 in 1951 and more than \$150,000 in 1952.

### Bookkeeping Profit

"To the money taken in by our service department," Bob says, "we add \$10 in our bookkeeping on every new set we sell, and that covers our 30 days of free repairs. On that basis, our service department shows a slight profit on the books. In addition, we

get better prices on used sets reconditioned in our service shop.

"In another sense, service is immensely profitable, because it brings in business. That kind of business is healthy and permanent."

Justis Bros. service men are hand-picked from many applicants. They are chosen for their personal qualities and sincerity of interest, rather than technical knowledge. Ability and desire to learn are other essentials. Of ten television repair men, only three

came to Justis Bros. with previous experience. The others, most of whom had radio or appliance repair backgrounds, were trained in television service by the firm.

Their efforts to secure the very best possible personnel have gone to surprising lengths. Alonzo Phillips, the service manager, was an appliance repair man in Vermont. In order to get him to move to Delaware in December, 1948, the Justis's obtained a  
(Continued on next page)

## BACKBONE OF JUSTIS' SERVICE IS A SKILLED TECHNICAL STAFF



**HAND-PICKING** of servicemen is responsibility of manager Phillips, himself Justis-trained. Although technical knowledge counts, personality, attitude rate higher.



**NEW MEN** start training with antenna crews, continues with home service calls and, if the man develops into a top technician, winds up with a job in the shop.



**SERVICE SLOGAN** is "Best Service Anywhere" and Justis staff tries to live up to it with competence, speed and courtesy. Prices are set at break-even level.



**CUSTOMER CONFIDENCE** in honesty of the firm is encouraged by policy of taping all replaced parts to the finished set. Drive-in customers get same-day service.

### THEY'RE MILLION DOLLAR SERVICE MEN (continued)

house for Phillips and his family and financed their moving. Then Cedrick, an expert television technician, trained Phillips in TV repair. Later, another Vermonter was persuaded to make the move of several hundred miles under similar circumstances.

#### Service Men Are Scarce

Finding the right service personnel is still a problem. There is no shortage of applicants, since service men average \$100 a week with overtime and bonuses and tell their friends "you can't find a better outfit to work for." But not many measure up to the firm's exacting standards. The result in rush times is that the service department finds its hands full with sets sold by Justis Bros., and has to tell people who bought sets elsewhere, "You'll have to wait a few days before we can get a man to your house." Nevertheless, in the search for more

repair men, Justis' high standards are maintained.

A study of the Justis service department shows an efficient operation with plenty of good ideas.

One of these is "Drive-In" service. "Bring us your television set in the morning," Justis Bros. advertises, "and pick it up on your way home at night." Plenty of people do. The firm favors them with a lower charge. At home, the cost of a call is \$5 for the first half-hour, plus parts. At the store, it's \$4 for the first hour.

So popular is this "Drive-In" service that it was made the main feature of a small branch store opened recently in Edgemoor, on the opposite side of Wilmington. The branch is staffed by one man, service man Irving O'Neil. In addition to service equipment and parts stock, the branch has an attractive display of television and kitchen and laundry appliances.

O'Neil services sets brought in and relays requests for home calls to the main store.

#### Drive-in Service Pays Two Ways

"Drive-In" service accounts for 20 percent to 25 percent of the sets the firm currently repairs. It surprises him that so many people will bring their sets in, Bob Justis admits, but he's pleased with this good proportion, since it is the most profitable part of his service business.

What is more, it has proven a powerful sales aid. Customers who bring in old sets which need extensive repairs are ripe prospects for the latest models. The advantages of having these prospects at the store are obvious. While a salesman points out the improvements in the newest models, a service man can make a quick appraisal of the old set.

"Our 'Drive-In' service sells 15 to

20 new television sets a month," Bob says.

Getting these customers interested in new sets requires discreet customer handling. Al Phillips checks in all sets brought in by customers to the main store service department. If the customer has a few minutes, he offers to have the set checked immediately. While this is being done, Phillips invites the customer out to the showroom which adjoins the service shop.

Phillips mentions features of the sets and gauges the customer's interest. Occasionally, he makes the sale. Often, he turns the customer over to a salesman who tries to close the deal. If the customer shows interest but does not buy, his name goes into the prospect book. Of course, many persons awaiting repairs are definitely not in the market for a new set.

While one of the prospects is con-  
(Continued on page 144)



# There Ought to be a Law!

Well, there are new ones all the time. Here are a few higher court decisions affecting your business.

*For  
Instance:*

- ... Have your salesmen authority to make contracts?
- ... When can you file a mechanic's lien to secure payment for merchandise or installation costs?
- ... Does purchaser's delay in returning defective merchandise affect "implied" guarantee?
- ... What kind of a signature is necessary to make a valid contract? Will a rubber stamp do?
- ... Can an employee be held personally responsible on contracts he signs for his employer?
- ... Must a buyer of defective merchandise prove his case?

By **LEO T. PARKER**  
Attorney-at-Law

THE higher courts hold that unless a salesman's employer legally "accepts" an order taken by the salesman from a purchaser, there is no valid contract. This is so because the courts hold an ordinary salesman is merely a "special" agent who has no broad authority to make valid contracts. He merely acts as legal agent for his employer in soliciting orders which are not valid contracts until such orders are legally "accepted" and approved by employer.

However, according to a late higher court decision, an order taken by a salesman is a valid and enforceable contract if the seller ships any part of the order, because this is legal acceptance of the order.

For example, in *Vermillion v. Marcel Merchandising Company*, 234 S. W. (2d) 673, a retailer dealer ordered through a salesman 25 washing machines at the list price of \$115.50.

Two machines were shipped soon after the order was sent in. The other 23 machines were never delivered.

The seller contended that the original contract did not obligate him to deliver the other 23 machines at \$115.50 each because, first, he never legally "accepted" the order, and second, the price had advanced to \$127.

Notwithstanding this contention, the higher court held that the seller had breached a valid contract which he made when he shipped two machines, and was liable in damages to the dealer for failure to deliver the balance of the machines at the \$115.50 price each specified in the

original order. The court said:

"It is clear appellant (dealer) offered to buy these machines at that price. Appellee (salesman) contends that such offer was never accepted, and therefore there was no binding contract. The undisputed facts require a contrary conclusion. Soon after receiving the order, appellee (seller) began performance by shipping the two machines needed 'at once.' Appellee's (seller's) compliance with an essential part of the order was an unequivocal acceptance of it in its entirety, and appellants (buyer) had an enforceable right to have the other machines shipped in accordance with the terms of the order at the price specified therein."

This court also laid out new and valuable law as follows:

The instant one party breaches a valid contract, the other party is privileged to rescind the contract and he has the choice of doing one of three things: (1) he may stop further performance on the contract and sue the other party for damages equal to the anticipated financial loss resulting from the breach; (2) or, he may institute suit to compel the other party to carry on and fulfill the terms of the agreement; or (3) he may notify the other party that a breach has occurred and by arbitration make a supplementary or modified agreement.

#### VALIDITY OF MECHANICS LIEN

Considerable discussion has arisen from time to time over the legal question: "When and under what circum-

stances can the seller of electrical equipment or merchandise file a mechanic's lien to secure payment for the merchandise and the cost of its installation?"

According to a late higher court decision, the answer is: Only when the merchandise or equipment is permanently attached to real estate.

For example, in *Cascade Electric Company v. Associated Creditors, Inc.*, 224 Pac. (2d) 146, a company purchased certain electrical machines, motors and other equipment and placed them on a platform which was temporarily placed on top of the ground.

Later the seller filed a suit for a mechanic's lien to secure payment for the equipment, electrical work and wiring performed on the machines, motors and other equipment.

The higher court refused to hold that the seller could have a valid mechanic's lien to secure payment for the money due, and said:

"Obviously the machines, motors and other equipment placed upon the platform constructed as it was, were not 'fixtures' so as to make them real estate and lienable."

For comparison, see *Butte Electric Company v. Brett*, 257 P. 478, 480. In this case the higher court held that any electrical equipment placed temporarily on land remains a chattel and is not "real estate" on which a valid mechanic's lien may be filed.

Therefore, the law is established as follows: If electrical equipment is placed on land to permanently improve it and make it more valuable, it

is generally deemed real estate, but if it is attached for a use which does not enhance the value of the land, it remains a chattel.

#### MOTOR BURNS OUT

Modern higher courts consistently hold that a seller always "impliedly" guarantees that a new electrical appliance is reasonably free from defects. Nevertheless, if the purchaser delays an unreasonable period of time in returning the defective equipment to the seller, or the testimony indicates that failure of the appliance to operate satisfactorily resulted from the purchaser's negligence, the latter must pay the full contract price to the seller.

For illustration, in *Stinchcomb v. Conner*, 230 Pac. (2d) 278, the testimony showed facts as follows: One Stinchcomb purchased on credit an electrical pump on the 27th day of March for use in irrigating his trees and shrubbery. He installed the pump and he wrote a letter to the seller stating that the pump operated satisfactorily, and requested him to send a bill. In June he again started to operate the pump. It ran about fifteen minutes and then suddenly stopped. He then took the pump to an electrician for repair. The electrician took the motor apart but did not work on it. Stinchcomb then called the seller and notified him that the coil in the motor had burned out, and he could no longer use the pump. On the 26th day of July he returned the pump to  
(Continued on page 172)



**SUCCESSFUL IRONER** campaigns by Woodruff's of Knoxville, Tenn., start with planning by president D. F. Baker and Ironrite rep Frank Smith.



**MAJOR STEP** in successful campaign is Smith's careful instruction of salesmen and demonstrator Lola Parker on the unit's most important features.



**PROSPECT INTEREST** is aroused by Mrs. Parker's demonstrations during campaign. When prospect is convinced salesman will write the order.

# PLANNING Sells Ironers

Woodruff's of Knoxville, Tenn., sells approximately 125 ironers a year, mainly because when a prospect comes in the company's sales staff are ready for him

**T**HE W. W. Woodruff Hardware Co., of Knoxville, Tenn., has a program for selling ironers that is so simple and practical it succeeds in moving an average of 125 Ironrite ironers a year.

"We were one of the first firms in the South to start handling ironers," explains D. F. Baker, president of Woodruff's. "At that time, back in the 1930's, we were faced with the fact that we had to educate the public in the ironer's use. One particular stumbling block was that we had to prove to housewives that they could iron a shirt on an ironer—they just seemed to doubt it. They would watch, fascinated, while our demonstrator went through the process, but then they'd ask themselves, 'Yes, but can I—?'"

## **Selling Takes Planning**

Woodruff's learned through the years that selling ironers is mostly a matter of planning, according to Baker. The firm used to depend on big display advertising and catchy window dressing to get the customer in. It still does, to a large extent, but these things are only a part of the overall selling program now.

"What we knew, but didn't seem to do anything about, was that ironer sales are made or not made at the time of the demonstration," says Baker. "It takes a lot more than just flashy advertising and fixing up a window display which will draw the prospective buyer in."

In 1938, Woodruff's moved its appliances out to the front of the store, giving them equal or better space than the myriad guns, plows, rugs and tools which the firm handled. That was also the time when Woodruff's began to sell Ironrite ironers on a considerably large scale. The selling program for ironers which Woodruff's has found so effective follows a routine developed in 1938

and which has remained unvaried, except for a few minor additions, since that time.

## **Expert Starts Campaign**

"Any ironer campaign we put on is launched by calling in an expert," says Baker. "That will be W. Frank Smith, Ironrite's Southeastern regional manager, who has his offices right here in Knoxville. Now the reason we call in a manufacturer's representative is because any dealer is foolish not to avail himself of the best services possible if he is going to get best results in his campaign."

"Smith has been down here for 15 years. He knows what we can sell and how to get us to sell it. So we call Smith in and he sits down with me to plan our advertising, our displays and, most important, our selling."

That's step number one—make use of the best aids which the manufacturer provides to help you sell. After the campaign is fully mapped out as to advertising, displays which will draw traffic, and other preliminary planning, the second step is to prepare the salesmen to close the sale.

"In our case, Smith also handles this phase of the promotion," Baker continues. "He goes out on the floor, gathers the salesmen about him and refreshes them thoroughly on every valuable selling point which the Ironrite ironer has, adding a full explanation of any new developments and features in the machine. He also answers questions and continues the talk until he is satisfied that every salesman can sell an ironer confidently and thoroughly."

Step number three begins when Smith leaves off and Mrs. Lola Parker, the ironer demonstrator, takes over. Mrs. Parker takes each salesman, one by one, and shows him how to demonstrate the ironer himself, how to iron

(Continued on page 152)



# ANNOUNCING!

# LEWYT OFFICIALLY ENDORSED by National Institute of Rug Cleaning!\*

\*Official organization of professional rug cleaners, devoted to research and the solution of technical carpet cleaning problems.

"After careful study and consideration, we have decided to endorse the Lewyt... its cleaning power, quietness, freedom from leaking dust, ease of use—all combine to make it an exceptionally fine cleaner."

...says National Institute of Rug Cleaning, Inc.

Lewyt again wins an award—this time the coveted NIRC seal!

It's another Lewyt talking point! Another powerful sales-clincher you'll get for Spring! For Lewyt is telling America about its endorsement by professional rug cleaners with the heaviest national advertising and publicity drive in all cleaner history!

Page after page in 18 of the nation's biggest magazines! Plus 20,189 radio and TV spots every month! Plus 10,000 outdoor posters! Plus a \$2,000,000 co-op newspaper program! Plus store displays! Plus every advertising force Lewyt has ever used—only more of them!



## DO IT with LEWYT

WORLD'S MOST MODERN  
VACUUM CLEANER

LEWYT CORPORATION, Vacuum Cleaner Div., Dept. M-2, 60 Broadway, Brooklyn 11, N. Y.

ELECTRICAL MERCHANDISING—FEBRUARY, 1953



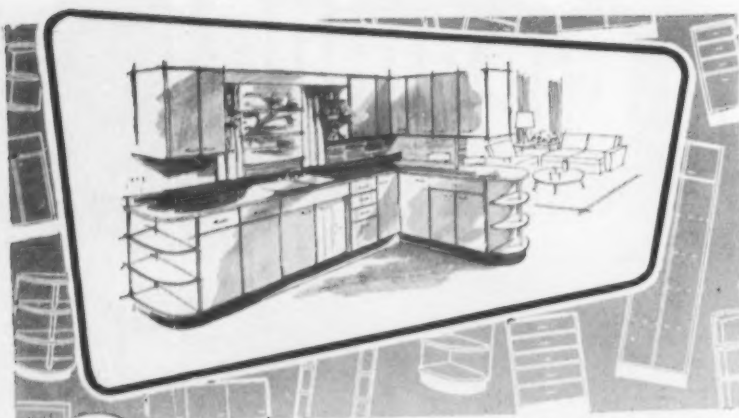
Listed by  
Underwriters  
Laboratories

## DISTRIBUTORS

add mass produced birch kitchens to your present line, for faster "over-the-counter" sales (with no trade-ins)



*Living Kitchens*



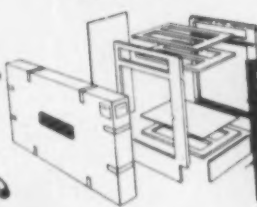
Quality

in 3

price ranges

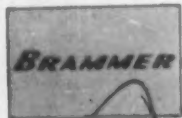
- ① Assembled and Laquered
- ② Assembled Unfinished
- \* ③ Semi-Assembled Unfinished

Get your share of the  
"DO-IT-YOURSELF" MARKET



LOW SHIPPING COST  
LOW WAREHOUSE COSTS  
MORE PROFIT TO THE  
DEALER AND MORE  
APPEAL TO THE CUSTOMER

Complete your line  
Be a Brammer distributor



*Living Kitchens*

BRAMMER MANUFACTURING COMPANY, DAVENPORT, IOWA

WESTERN SHOWROOMS: SAN FRANCISCO: WESTERN MERCHANDISE MART

## The Outlook for Room Air Conditioners

CONTINUED FROM PAGE 76

tically all of the 341,000 units which were produced. In 1951, on the other hand, production increased only 43,000 units over 1950 and 55,000 to 75,000 units were still on hand at the end of the season. No better indication of the importance of weather to the industry can be found than in the fact that at least one major manufacturer last year underwrote an expensive weather prediction for the year ahead.

The industry's solution to this problem is likely to take two forms: better salesmanship and improved products. The lack of good specialty selling techniques isn't peculiar to the room air conditioner; when and if better selling appears in the appliance field, these units are sure to share in the stepped up sales which should result. A more spectacular solution to the climatic selling obstacle (and possibly one which will round out the seasonal selling peaks) is the introduction of improved models. An interesting list of product improvements were discussed during the recent convention of the American Society of Refrigerating Engineers. Speakers suggested that heating, humidifying, air sterilization and deodorizing functions might be incorporated in future models. Any one of these jobs, adequately performed, would tend to make the room unit more truly a room "air conditioner" and would tend to blunt the industry's reliance on relief from hot weather as a sales appeal.

### Opportunity in 1953

Manufacturers this year should have a real opportunity to peg production to estimated demand. There is no overhanging inventory to act as a deterrent to increasing production schedules. No one expects serious shortages of materials. There may possibly be some shortage of manufacturing capacity but this does not appear to be serious. Thus there are no material factors acting as limitations on the manufacturer in setting his 1953 goals. Even so, most firms are honest enough to admit that a sudden siege of hot weather will find room coolers in short supply while an unusually cool summer could hurt sales.

During the year the industry is slated to turn out its millionth unit. ELECTRICAL MERCHANDISING's compilations run from 1947 on and on the basis of 341,000 unit production in 1952, the six year total is slightly in excess of 988,000 units. Retail value has risen each year along with unit volume; in 1947 the 43,000 units brought an average retail price of \$460 for a total retail value of \$19,734,000. Unit prices have eased downward through the years (\$425 in 1948, \$410 in 1949, \$370 in 1950, \$365 in 1951 and \$360 in 1952) but the sharply increasing unit volume has sent the retail value steadily upward until last year it passed the \$100 million mark for the first time; the average price of \$360 establishes a total

dollar volume of \$122,760,000 for the 341,000 units produced last year.

These figures are, of course, relatively small when compared to other major appliances. But they are highly significant for an industry as young as the room air conditioner field. A comparison of growth between household refrigerators and room air conditioners is not completely valid since it is undoubtedly easier to pioneer a new appliance today than it was in the 20's. Still, the comparison is interesting. Between 1910 and 1920 the household refrigerator industry turned out 10,000 units. If one is willing to ignore these in an effort to more or less account for room air conditioner output prior to 1947, the growth pattern of the two industries shapes up like this: In the six years from 1921 through 1926, 345,000 refrigerators with an estimated retail value of \$142,925,000 were produced. Last year alone, the room air conditioner industry turned out that many units. In the six years from 1947 through 1952, manufacturers of room air conditioners sold 988,400 units with a retail value of \$372,999,000. (You can go wrong in two ways in comparing dollar volumes on the two appliances; price levels have changed and early refrigerators carried a bigger unit price than do room coolers. Between 1921 and 1926, for instance, refrigerator prices averaged between \$390 and \$550. Room conditioner prices during the past six years have ranged from \$360 to \$460.)

### The Dealer's Business

The appliance dealer's share of this business has grown along with the industry. Manufacturers offer widely varying estimates of how much of the total is handled by appliance dealers, depending somewhat on the channels of distribution which they employ. Low guess is 40 percent while the high is 80 percent. Several years ago the average guess was around 35 percent; today's most likely guess is somewhere in the vicinity of 65 to 75 percent. The dealer's growing share of the market has somewhat paralleled the increasing importance of the residential market for the unit. Here again estimates vary but it seems safe to assume that at least 70 percent of sales are for homes.

Yet despite all the good news for the room air conditioner manufacturers and the dealers who sell the units, there are sobering notes beginning to appear. Basically, they all come down to just this: the room unit is only one member of the air conditioning family and it is apparent that from now on a bigger brother in that family is going to be cutting in more and more on the room unit market. During 1952 the public and builders alike seemed to become suddenly aware of the advantages of completely air conditioning the home. More accurately, they became aware that the cost of such air conditioning was not as high as

(Continued on page 106)



Let's forget the "glittering generalities" about quality.

# Let's Check 4 specific ways CBS-HYTRON cuts your call-backs



## 1. BY MAKING CBS-HYTRON TV ORIGINALS BEST.

Longest experience with production . . . with applications . . . with improvements . . . all count. CBS-Hytron-built 1AX2, 1X2A, 6BQ6GT, 12A4, 12B4, 12BH7, 12BY7, 12BZ7, 25BQ6GT, 16RP4, etc. are more trouble-free. Prove it to yourself.



## 2. BY ENDLESSLY IMPROVING STANDARD TV TYPES.

Close co-operation with leading set makers alerts CBS-Hytron daily to needed betterments. Take one of endless examples: the CBS-Hytron 6CB6. You will find its clear, non-carbonized bulb eliminates undesirable loading effects at vhf.



## 3. BY APPLYING "RELIABLE" TUBE TECHNIQUES.

CBS-Hytron 6AL5 is typical. Experience with the military 6AL5 family (JAN 6AL5, 6097/CT, 5726) is passed on to you. You profit by a commercial CBS-Hytron 6AL5 made truly reliable.



## 4. BY MATCHING EACH TUBE TO THE SET.

Daily, CBS-Hytron analyzes leading TV chassis. Dynamic socket-by-socket checks, plus continuous field experience, pay off. Give you

CBS-Hytron matched-to-the-set performance . . . with the accent on trustworthy replacements.

Take advantage of CBS-Hytron extras like these. Keep your customers happy. Guarantee yourself against profit-slicing call-backs. Demand dependable CBS-Hytron tubes.



\$1.45 net

## NOW...TEST THE EASY TOPSIDE WAY!

Wish you could test a chassis topside? Without first pulling and wrestling with the heavy chassis? Without disturbing wiring and parts by digging underneath for buried sockets? How much faster, easier, safer you could work! New CBS-Hytron Test Adapter does the trick. Just replace a 7-pin miniature tube with the Test Adapter. Plug tube into Test Adapter. Presto, all socket connections are topside . . . within instant reach of your test prod or clip. Just one job pays for this new CBS-Hytron Test Adapter. Get yours today!

**HERE'S HOW!** With the CBS-Hytron Test Adapter, you quickly measure voltage, resistance, gain. You inject and trace signals . . . monitor intermittents. You check oscillating stages. Or the effect of adding a bypass condenser or shunt resistor.

With several CBS-Hytron Test Adapters you make stage-by-stage circuit checks . . . fast. You do all this dynamic testing the e-a-s-y way . . . topside. With no ill effects at a-f frequencies. And only slight capacitance and inductance effects at much higher frequencies.

You will like: The positive contact of the low-resistance, silver-plated base pins and test points. The plainly marked pin connections. The easy insertion and tight grip. CBS-Hytron Test Adapter is another designed-by-and-for-you "must" you must have. See your CBS-Hytron jobber today.



DANVERS, MASSACHUSETTS



You can Judge  
**NICHROME**<sup>®</sup>  
by the manufacturers  
who use it!

**Sunbeam** CORPORATION

**Look what Sunbeam says:**

"The high standard of **QUALITY** assured by our specifications is the customer's guarantee that every Sunbeam appliance will perform correctly.

In achieving quality, heating elements are a primary consideration. Such units must not only be long-lived, but must deliver heat evenly from all points on their surface, in order that "hot spots"—detrimental to good cooking—will not occur. This means that electrical resistance material used in heating elements must be extremely resistant to high temperatures and corrosion, and absolutely uniform thruout.

The remarkable stability and uniformity of Nichrome resistance wire has consistently fulfilled these conditions—giving us *peak performance* in heating elements of our coffee brewers, toasters, irons, and other products.



Sales-building appliances exemplify Sunbeam's production watchword: **QUALITY**

lates that extra measure of satisfaction which creates sincere enthusiasm and complete confidence."

Yes, Nichrome heating units assure user satisfaction—and satisfied users mean faster turnover, more new business, *more money in your pocket*. Where electrically heated appliances are concerned, you'll certainly profit most when you can say to your customers: "Heating elements are of Nichrome."

We have found that when a Sunbeam appliance goes into a house, it is soon followed by others. Here is striking evidence that Sunbeam, plus Nichrome, stimulates



Nichrome<sup>®</sup> is produced only by  
**Driver-Harris Company**  
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



TM REG. U. S. PAT. OFF.

**MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD**

## Air Conditioner Outlook

CONTINUED FROM PAGE 104

they had supposed. Manufacturers last year were turning out units which would provide year-round air conditioning for only a few hundred dollars more than a heating system alone. Already it was being repeated in many circles that a \$15,000 house being built without provision for year-round air conditioning would soon be unsalable. And air conditioning manufacturers began talking about the day when they could offer such units at a price allowing their installation in a \$10,000 house. Last year houses in the \$12,000 price bracket were completely air-conditioned and market analysts began talking about air conditioning as "the next big boom."

What does all this mean to the room air conditioner business? Obviously, a completely air conditioned house has no need of a room unit. Thus, if the time arrives in the next two or three years when houses selling for \$10,000 and up come completely air conditioned, the room air conditioner trade will lose a good share of its growth potential. Then too, progress will almost certainly be made on making the job of air conditioning existing homes less expensive; when it is, another slice of the room air conditioner market will be eliminated.

There are compensatory factors at work which will guarantee a most attractive volume for room air conditioners despite the growing acceptance of the year-round type. Saturation of room units is still extremely low—only 1.3 percent of wired homes have such units. The industry could continue its expansion for some time by merely going after a bigger share of this market. In addition, the multiple installation will provide additional business. Room units being just that—designed basically to cool one room—the average home owner is a prospect for two or more units. There may be more of this today than most people suspect. In a copyrighted survey of the Chicago market last year, Mitchell Mfg. Co. found room air conditioner owners had an average of 1.8 units in their homes. And once the industry has attained its maximum growth and annual production has leveled off, there should still be an attractive replacement market.

There emerges, then, this picture of the air conditioner market in the years ahead: many new homes and some existing homes (particularly those using hot air heating systems) will turn to year-round units for air conditioning. The room air conditioner trade will rely on existing homes, multiple installations in these homes, and a large replacement market to absorb its output. Annual output will level out somewhere between one and two million units. Home units will incorporate many new features.

For the appliance dealer, the best part of this vision of the future lies in the fact that he now has a commanding position in the market and that there is nothing to indicate that he will not continue to enjoy that position. **End**



# AT NO EXTRA COST...

You can have this  
profit-producing  
radio display  
stand in  
your store

IT'S ONLY 4' 6" WIDE,  
64" HIGH, YET IT DISPLAYS  
13 CROSLEY RADIOS IN  
A DAZZLING VARIETY  
OF COLORS



Constantino Passaro says:

*"I chalked up a  
50% increase in  
radio sales in first  
few months I had  
a Crosley Radio  
Display Stand."*

Constantino Passaro  
P & C Appliance Company  
1370 Flatbush Avenue  
Brooklyn, New York



## HERE'S HOW YOU CAN GET YOUR CROSLEY RADIO DISPLAY STAND:

John C. McDevitt, Ass't Sales Manager, Electronics,  
Crosley Division, Cincinnati 25, Ohio. Please forward this coupon to the proper  
Crosley distributor. I want to learn more about the Crosley Radio Display Stand.

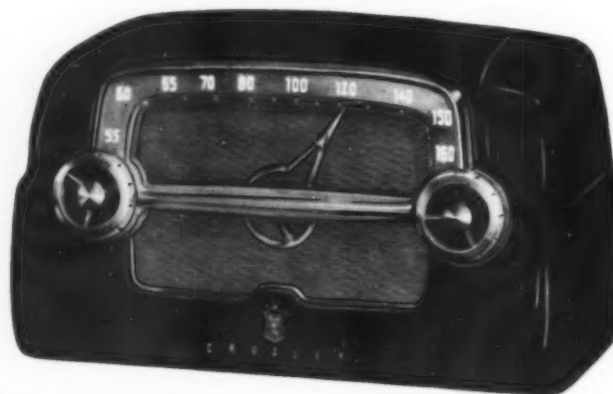
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

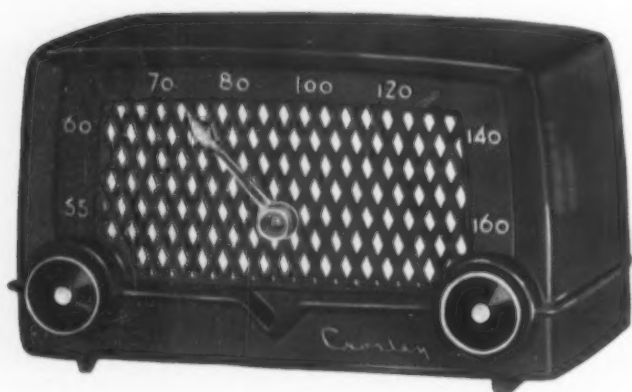
# CROSLEY'S GOT THE COLORS THAT SELL!

The important trend in home decoration is to emphasize color—because it is the dominant appeal to all classes of buyers. Harmonizing or contrasting colors create the impulse to buy. The more colors and cabinet styles displayed in your store, the greater the possibilities of making sales. Crosley gives you an exclusive appeal to every type of prospective buyer with a rainbow of colors and a variety of cabinet styles. Take advantage of this great appeal by displaying Crosley color radios on one of Crosley's exclusive radio display stands.



## CROSLEY COLORADIO

Good-looking, good-listening, fast-selling. Superb tone quality just like a big console. Built-in phonograph connection. Comes in five colors.



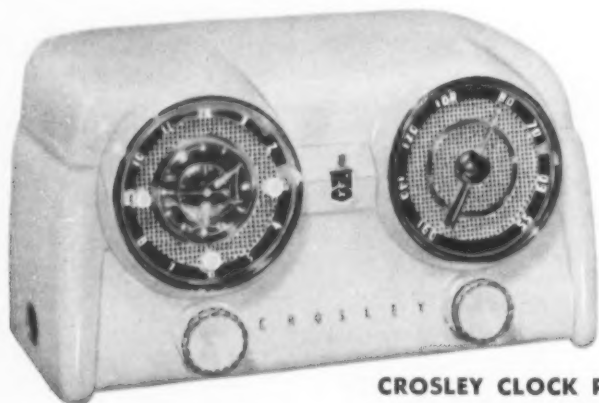
## CROSLEY DYNAMIC RADIO

Strikingly new cabinet . . . Engineered to give fine bass tones. Built-in loop antenna for sensitive reception. Choice of four colors.



## CROSLEY DECORATOR RADIO

Beautiful picture-frame cabinet comes in four modern colors. Full, rich tone. Supersensitive reception. Built-in phonograph connection.



## CROSLEY CLOCK RADIO

Tonal quality comparable to a console. Accurate electric alarm clock. Turns lights . . . appliances on or off. Choice of six colors.

## SHOW'EM AND YOU'LL SELL'EM!

The best way to show them is the Crosley Radio Display Stand

DISPLAYS

The display stand is a colorful attention getter that attracts store traffic.

DEMONSTRATES

Shows the wide variety of Crosley colors and styles.

SELLS

Assures customers you have the right Crosley radio to satisfy their needs.

William Agar (below), owner of Boro Radio, 95 Court St., Brooklyn, N. Y., says: "Best display we've ever had in our store. Our radio sales have increased 27% since we put up the Crosley Radio Display Stand—that much in the first two weeks."







WHEN TV STAR Betty Furness visited dealer Charlie Smith during a Westinghouse laundry twins promotion, Smith made his first effort to sell dryers with an advertising stunt that included a couple of real twins borrowed from a neighbor.

## Now He Sells Dryers, Too

Until Betty Furness visited his Charlotte, N. C., store during a manufacturer's promotion, dealer Charlie Smith didn't do much with clothes dryers. Now he does plenty, selling them to a long list of washer owners who are natural prospects

IT took Betty Furness to start Charlie Smith selling clothes dryers. Time was when Smith, owner of Good Housekeeping Shop in Charlotte, N. C., simply worked at selling automatic washers and let the clothes dryer shift for itself.

Even during intensive manufacturer and distributor promotions, Charlie went right on selling washers and ignoring the sales possibilities of the dryer. Then Betty Furness, the Westinghouse TV star, came to Charlotte one day. She visited several dealers, including Charlie Smith.

"You're missing a good bet by not selling the dryer right along with the washer," said Betty. "Why don't you try it?"

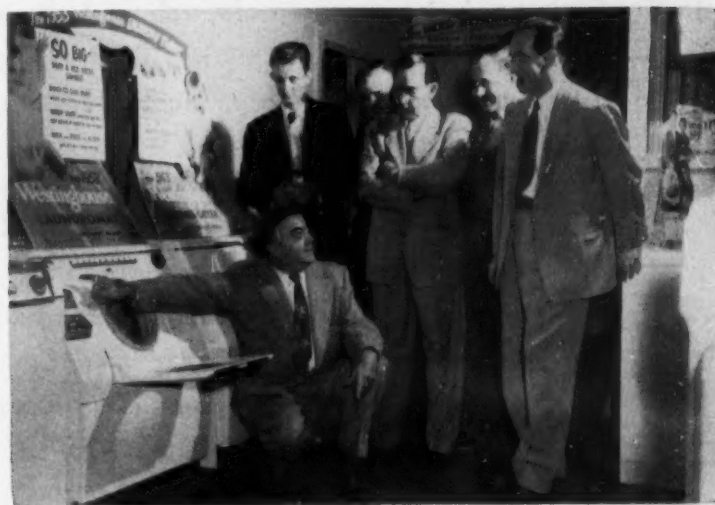
Smith did. He called in his five salesmen for a special sales meeting, and in the center of the meeting room,

there was a clothes dryer—nothing else. Smith enumerated its good points. He pointed out that here was an appliance that they simply hadn't been pushing, and that there obviously was a ripe market right in their territory which needed attention. He suggested they get busy.

### Enthusiastic Salesmen

The salesmen got busy. They knew about the clothes dryer, knew it was an appliance they had on the store floor, knew vaguely, in the back of their minds, that it was a useful, nice looking appliance. It just hadn't occurred to them to sell it, according to Smith. First results were pretty satisfactory, he recalls, and then, as the salesmen became enthused and began to sell it, they sold themselves on the

(Continued on page 170)



CONVINCED by Betty Furness that he could sell dryers as easily as washers, Smith went to work training his hitherto reluctant sales force on dryer features.



WASHER OWNERS comprised a made-to-order list for Smith and his salesmen and they went out knocking on doors to ask, "Are you ready for your dryer, Mrs. Jones?"

there's always

ONE

Dealers know that the surest, quickest, easiest way to build sales and profits is to promote outstanding merchandise. That's where ABC fits in...with 44 years of producing steady-profit, volume business for thousands of appliance merchants, plus owner satisfaction of millions of ABC users.

The new ABC-O-Matic, with its sensationally improved washing principle, gives ABC dealers the strongest sales story in the history of home laundering. Its companion unit, too—the ABC De Luxe Ironer—embodies exclusive sales-building features and advantages that reflect ABC's specialized designing and engineering skill.



If YOU believe that this is the right way to build business profits, write now for details on the complete ABC line.





that stands out

...IN AUTOMATIC WASHERS  
*its the new*  
**ABC-O-MATIC**  
 with exclusive  
**"SHAMPOO" WASHING**



**AND "JET" WATER ACTION**

*Exclusive New* **AGITATOR ACTION**

ABC's "Centric" Agitator . . . and only ABC has it . . . with its continuous, pulsating movement gently fluffs and rubs clothes clean, while tiny jets of rich, dirt-dissolving suds are forced through every bit of fabric for the smoothest, cleanest washing ever.

*Exclusive New* **WASHING ACTION**

Washing begins with a little water, and the full amount of soap, producing thick, rich suds — like lather in a hair shampoo. Stubborn dirt and soil are loosened instantly. Clothes are evenly distributed, and washed individually, without tangling or twisting.

*Exclusive New* **RINSING ACTION**

Three thorough fresh-water rinses: (1) Deep power rinse to loosen all dirt. (2) Flushing overflow rinse to lift dirt and suds and float it over top of the tub. (3) Splash-away power rinse to eject any remaining soapy suds. Dirt can't settle back.

*Exclusive New* **DRYING ACTION**

Unique "Spin-Aire" drying contains a smoothly opening lid and active air currents that helps remove all free water from the clothes and damp-dries them soft, fluffily, wrinkle-free. Avoids the strain of ordinary, high-speed spin-drying. A great improvement!

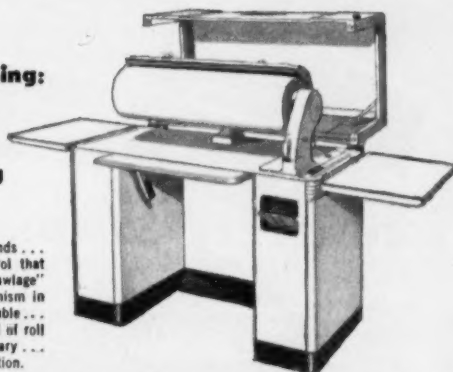
*Plus* Simple dial control • Gearless automatic drive • Automatic signal light • Automatic equalizer • No bolting down • No-stoop, top loading • Uses soap or detergents • Modern styling

IN AUTOMATIC IRONERS, too, **ONE** ALWAYS STANDS OUT

**THE ABC DeLuxe Ironer**

*with*  
**Triple-Action Ironing:**  
 Continuous Rotary  
 Stationary Pressing  
 To-and-Fro Finishing

*Plus* Two open, usable ends . . . patented, effortless foot control that stops roll "on the dot" . . . no "roll crawlage" . . . gear case and pressure mechanism in rigid steel chassis entirely below the table . . . thermostatic heat control at each end of roll . . . floor brake to keep ironer stationary . . . finger-tip control to change ironing action.



Altorfer Bros. Company • Peoria, Ill.

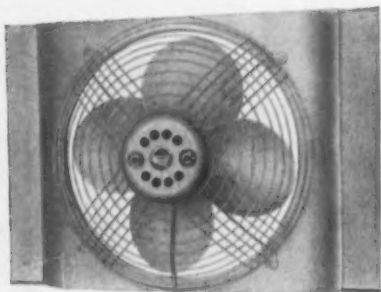
**ABC**  
*America's Leading Washers and Ironers*

# New, Novel FANS FRESH-AIR MAKER FOR '53

IT WILL PAY YOU TO INVESTIGATE  
THESE NEW MEMBERS OF THE ALREADY  
LARGE FRESH-AIR MAKER FAN FAMILY

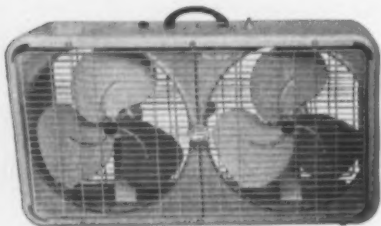
## Two Leaders

MODEL  
R-20



New, improved electrically reversible two-speed adjustable window fan. Abundant air delivery for small homes or apartments. Low priced.

MODEL  
C-25



Tops for versatility. Casement or sash windows—steel, aluminum or wood—or a floor fan. Intake or exhaust. Powerful and quiet. Most attractively priced.

PORTABLE FANS • WINDOW FANS  
REVERSIBLE FANS • ATTIC FANS

FRESH-AIR MAKER ATTIC FANS VERTICAL AND  
HORIZONTAL OFFER THE MOST COMPLETE AS-  
SORTMENT TYPES AND SIZES YOU CAN FIND

CENTRIFUGAL BLOWERS — DOUBLE INLET, SINGLE  
INLET UTILITY MODELS 5' TO 25' — ALL POPULAR  
DEMANDS COVERED

SEND FOR NEW LITERATURE DESCRIPTIVE OF THE  
MANY NEW AND INTERESTING FRESH-AIR MAKER  
SALES FEATURES

**SCHWITZER-CUMMINS CO.**  
VENTILATING DIVISION  
INDIANAPOLIS 7, INDIANA



Builders of Fine Fans and  
Blowers for 35 Years

## This is What's Happening to Fans

CONTINUED FROM PAGE 77

(185,000 units), there is divided feeling in the industry regarding this product and its future prospects. Said one manufacturer: "Despite the popularity of hassock or floor type fans, there is still a great deal of public education yet to be done. This market has barely started to expand." Another manufacturer said: "The trend toward hassock type fans did not continue to increase in 1952 as in previous years. Personally, I do not feel that the hassock fan has anywhere near the future potentials that are suggested in the window fan field, particularly those versatile units which have a multiplicity of uses."

Sales by sizes, according to NEMA reports, show that 15.4 percent of the total sales was in the "10-in. and smaller" units, and 84.6 percent were "over 10-in." Projecting these percentages to the industry totals, the breakdown of sales by sizes would be about as follows:

	Units	Average Price	Retail Value
10-in. and smaller (15.4%)	39,550	\$32.42	\$1,282,850
Over 10-in. (84.6%)	217,250	51.42	11,171,950
	256,800	48.50	\$12,454,800

### Desk and Bracket Fans

Because of the terrific demand for fans in all parts of the country in the 1952 fan season, it is difficult to trace new trends developed during the year. However, one thing is certain: Desk fans, sometimes referred to as "buzz" fans in the trade, particularly the oscillating type, regained their stature in the industry in 1952.

In the past several years there has been a growing feeling expressed in many fan quarters, and recorded in several of our previous fan market studies, that desk and bracket fans were on their way out. And before the summer of 1952 many dealers and distributors, laden with heavy inventories, were seriously considering liquidating their desk fan stocks and forgetting the fan business. 1952's hot spell, however, put these dealers and distributors back into a healthy frame of mind. For, as it turned out, desk fans, particularly the oscillating type, were one of the few appliances that sold this year at suggested retail prices without price cuts, and some dealers say they actually helped stimulate sales for other appliances in the fall.

It is estimated that 1,570,000 desk and bracket fan units were sold by manufacturers in 1952. According to NEMA reports oscillating a.c. models accounted for the greatest volume of sales. 36.10 percent were 10-in. and smaller units; 26.40 percent were 16-in. size; 22.54 percent were 12-in.; and the balance, 15.06 percent, included a combination of non-oscillating a.c. models, 12-in. and smaller, plus all types in d.c. (oscillating and non-oscillating) sizes ranging from 16-in. down.

Projecting these percentages to the industry total, the breakdown would run about as follows:

Units	Size and Type
567,000 (36.10%)	10-in. and smaller oscillating a.c.
354,000 (22.54%)	12-in. oscillating a.c.
413,000 (26.40%)	16-in. oscillating a.c.
236,000 (15.06%)	all other.

### Attic Fans

Manufacturers' sales of attic fans for 1952 totalled 95,000 units. This is a five percent increase over 1951, when 90,000 units were sold.

The average size sold in 1952 ranged from 34 to 39-in. Packaged types continued their upward trend, selling at a ratio of about two packaged units to one of the belted type. The reason for this upswing in packaged unit sales is obvious. They present fewer installation problems, and entail no extra installation costs.

Window type attic fans slip easily into existing windows and require no expert to install them. The portable pedestal models roll up to the window and are ready for operation. These portable models are mounted on wheels, so that they can be transported from room to room, upstairs and downstairs, increasing their use value in the home as day or night coolers as well as attic fans.

Belted type attic fans also enjoyed good acceptance in 1952, especially in new home constructions. Speculative builders in various sections of the country, particularly those engaged in putting up middle-to-above-average-price houses, have discovered that a built-in attic fan enhances the sale value of the home. There is an increasing trend among this type builder to include in their plans provisions for belted type, built-in attic fans as standard equipment. In previous years this trend was limited mainly to the southern states. However, in 1952 it has expanded farther north to such states as Missouri, Illinois, Indiana, Ohio, Pennsylvania, and Michigan.

### Kitchen Ventilators

Built-in ventilating fans, wall and ceiling types, reached a new high in 1952 in unit sales. Approximately 525,000 units were sold at an estimated retail value of \$17,085,000. The previous record for this type was in 1950, when 495,000 units were sold.

Loosely referred to as kitchen ventilators in the trade, these ventilators, which are sold in 8- and 10-in. sizes, have many other applications in the home, and they are sold for a variety of uses other than kitchen installations. They are widely used in bathrooms, basement laundries, trailers, roadside diners, to mention a few. They are equally ideal for new or remodeled homes, since most models come as complete packages with easy-to-read blueprint instructions for permanent installation.

Prices were up very slightly in 1952 (Continued on page 116)



Join the *Presto* Sales-and-Profits Spree!



for the first  
**GOLDEN MONTHS  
OF '53!**



Your customers will be sold on the many time- and money-saving advantages of PRESTO Products . . . just as YOU'LL BE SOLD on the hottest merchandising plan in the business! It's all part of the new PRESTO Sales and Profits Spree for the first Golden Months of '53—a dynamic program that insures success all ways:

- PRESTO gives you products quality engineered to sell with more features most-wanted by homemakers.
- PRESTO makes it more profitable for you to sell PRESTO Products . . . more worthwhile for your customers, too!
- PRESTO backs you up with FREE advertising and promotional material to fill every local need . . . newspaper mats, displays special point-of-purchase material PLUS a . . .

**Gigantic Presto Pre-Selling Campaign to Over 100 Million Homemakers Coast-to-Coast!**

It's PRESTO's terrific new national ad campaign designed to produce extra sales for you . . . right in your own neighborhood. These effective, colorful ads are designed to pre-sell over 100 million homemakers coast-to-coast in such big circulation media as LIFE, LADIES' HOME JOURNAL, WOMAN'S HOME COMPANION, GOOD HOUSEKEEPING, BETTER HOMES & GARDENS and a dozen more! Tie in!

**CONTACT YOUR DISTRIBUTOR NOW!**



**OVER 19 MILLION SATISFIED PRESTO USERS!**

**NATIONAL PRESSURE COOKER COMPANY**

General Offices and Factory: **EAU CLAIRE, WISCONSIN**

Branch Factories: **Los Angeles, Calif. · Wallaceburg, Ont., Canada**

WORLD'S LARGEST MANUFACTURER OF PRESSURE COOKERS AND CANNERS

# It's here! New style!

Tops for style and  
over-all appearance!



STILL ONLY  
**\$22<sup>95</sup>**

*Manufacturer's recommended  
retail or Fair Trade price.*





Improved features! Same low price!

# GE's New automatic toaster

**5** reasons why this is the "sure-sell" toaster!

**1. 6-POSITION CONTROL.** Automatic control provides just the right shade of toast. Just set the dial to any one of the 6 positions ranging from light to dark.

**2. EXTRA-HIGH TOAST LIFT.** Automatically brings toast up *extra* high so that small slices and even muffins may be easily lifted out with the fingers.

**3. SNAP-IN, SNAP-OUT CRUMB TRAY.** It's completely cleanable in ten speedy seconds.

**4. SAME LOW PRICE** This is the "got everything" toaster of 1953, and it sells at the same low price of \$22.95.

**5.**

## THE BIGGEST TOASTER ADVERTISING AND MERCHANDISING CAMPAIGN IN G-E HISTORY!

Here's how we're backing this toaster up:

### CONSUMER MAGAZINES—

We're starting out with a full-color spread in *LIFE*. And this will be followed up through the year with full-color advertising in—

- *LIFE*
- *LOOK*
- *COLLIER'S*
- *PATHFINDER*
- *FARM JOURNAL*

### POWERFUL PROMOTION PROGRAM

Everything a G-E dealer could want! We've got a complete package for you. Here's what it includes—

- An easel display of the announcement ad in full color.
- A full-color window streamer.
- Envelope enclosures with return order space on back.

### ★ PLUS A SPECIAL BONUS INTRODUCTORY OFFER FOR YOU

Your distributor salesman has the details.

Get in touch with your General Electric distributor *now—right now—today!* General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

*You can put your confidence in—*

GENERAL  ELECTRIC

# SAFE STEAM HEAT FROM ANY WALL PLUG

## there is **BIG MONEY** in the **HOTTEST SELLING SPACE HEATER IN THE WORLD!**

NO SPACE HEATER LINE IS COMPLETE  
WITHOUT THE **BIG SELLING**

PORTABLE  
**Electresteen**  
ELECTRIC STEAM  
RADIATOR

**44,000,000 SALES PROSPECTS**  
for YOU, Mr. Appliance Dealer

Here's the Space Heater with the superior features and advantages you can tell and show and **SELL** to a terrific, receptive market. Here's the one **SAFE** source of auxiliary heat millions of people want. Every home is a prospect—for nursery, bathroom, basement den, attic, workshop, sickroom. Hundreds of other profitable markets: Summer cottages, motels, trailers, gas stations, yard offices, ticket booths—wherever safe, healthful supplementary heat is desired. There's no limit to the market—no limit to your selling and profit potential. There's no more logical or profitable line for the Appliance Dealer.

**2 BIG-SELLING MODELS:** Stock and display both **ELECTRESTEEM** Best-Sellers: the 8-SECTION delivering 3,250 BTU per hour; the 10-SECTION delivering 3,940 BTU per hour. Each is available in choice of attractive Walnut or Ivory finish. Each model delivers **SAFE**, healthful, man-sized Steam Heat on midget-sized power consumption. Put them on display—and you'll build a space heater department that will prove to be a "profit powerhouse" for your business!

**IMPORTANT TO YOU, Mr. Dealer:**  
**ELECTRESTEEM** IS PRICED RIGHT TO SELL  
AND YOUR **MARKUP** IS RIGHT

GET THE  
PROFIT FACTS  
TODAY

**ELECTRIC STEAM RADIATOR CORP.**

1 Electric Avenue (Bourbon County) Paris, Kentucky

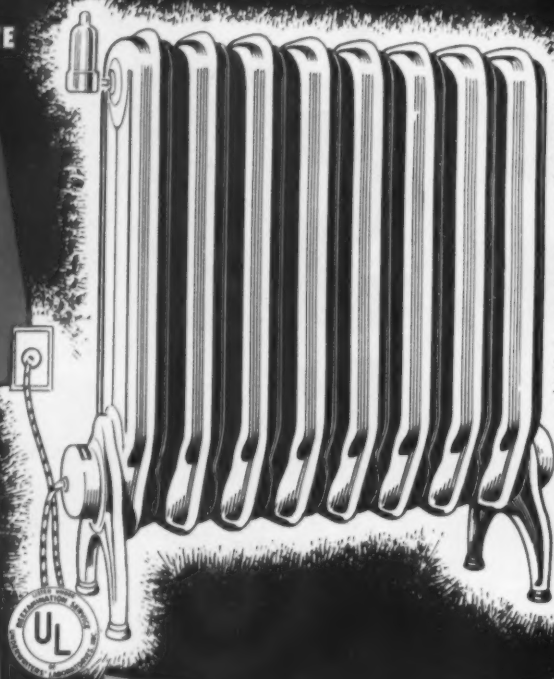
Creators of famous

**ELECTRESTEEM**

Vaporizers

Baby Bottle Warmers

Baby Bottle Sterilizers



IT'S EASY TO SELL THIS SAFE,  
HEALTHFUL STEAM HEAT FROM  
ANY AC OR DC WALL PLUG

**Safest in the World:** It's as safe as a toaster—no fumes, no fire hazard, no exposed elements—absolutely as safe as the radiators in a regular heating system. U.L. Approved—of course.

**Highest Efficiency:** Heats by true convection—distributes abundant uniform, healthful steam heat to every corner of the room—leaves none of the "cold spots" of directional heaters.

**Less Than 2¢ Per Hour to Operate:** Most economical space heater on the market—delivers more heat for less. Exclusive patented all-steel construction transfers heat 4 times faster than old-fashioned cast iron radiators—and does it at lower cost.

**Perfect Portable Heat Anywhere:** **ELECTRESTEEM** is amazingly lightweight—carries easily (has convenient carrying handle) to provide ideal supplementary heat quickly and efficiently—anywhere.

**ELECTRIC STEAM RADIATOR CORP.**  
1 Electric Avenue (Bourbon County) Paris, Kentucky

Please send complete descriptive literature and sales helps—everything I need to build a profitable business around **ELECTRESTEEM** Radiators.

Name.....  
Address.....  
City.....Zone.....State.....

## This Is What's Happening

CONTINUED FROM PAGE 112

over 1951 because of the additional cost to manufacturers of the basic materials needed.

In the early part of 1952 there was some indication of weakening in price. This was caused by heavy inventories carried by distributors and dealers at the beginning of the year because of the poor selling weather in 1950 and 1951. However, with the appearance of the first hot spell the weather made it a sellers' market, and fan prices generally firmed up, remaining pretty stable for the balance of the season. The only exception was in belted type attic fans, where considerable price cutting was reported, especially on the large building projects involving the sale of several hundreds of attic fans.

### 1953 Forecasts

The outlook for 1953 is most optimistic. For the first time in many years distributors' pipelines are extremely low. Manufacturers have a big job ahead to supply requirements of their wholesalers and retailers for the 1953 season. There may be some problems in obtaining steel and aluminum, and the weather, as always will have a great influence on 1953 business. In spite of all this, enthusiasm is high. There is a general feeling that the public is becoming more and more conscious of fans as a useful household comfort item—an appliance that will give service over an extended period, rather than just an emergency "stop gap" for the occasional heat-wave.

"We feel that for the first time in many years distributors and dealers can start from scratch with empty shelves," commented one manufacturer. "They have had a taste of good substantial profit, good store traffic in the fan business, and 1953 should be an excellent year."

### New Innovations Coming

1953 will also see many new models brought on the market—improvements and innovations in practically every type of fan. Manufacturers who held back last year because of material shortages are now ready to launch these improvements.

Window fans will emphasize design and utility with stress on multiplicity of uses. Models reversible at the flip of a switch; some made so that the fan unit can be slipped out of the window mounting and carried to the other parts of the house, will be popular. Twin window fans are being added to several manufacturers' lines. Most of these twin fan units fit sash or casement windows.

In the smaller desk type fan lines there would appear to be an increasing acceptance by the public of the smaller, high velocity types of fan. Oscillating fans will show new styling in 1953, with manufacturers emphasizing safety features, and general beauty of design.

End



# NOW IT CAN BE TOLD

# SOLD



**THE WRAPS ARE OFF...IT'S READY FOR SALE!**

**New BENDIX DUOMATIC proves sensation of the industry!**

The only real advance in the laundry appliance industry since Bendix introduced the first automatic washer over 15 years ago! Once again Bendix—and Bendix dealers—can take pride in Bendix leadership

with the great, new Duomatic, the *only* laundry unit that will dry as well as wash clothes automatically in one continuous unattended operation. Just set the dials—clothes come out ready to wear or iron!

**BENDIX  
DUOMATIC  
ALL-IN-ONE  
WASHER - DRYER**

**BUT THE EXCITEMENT HASN'T EVEN STARTED!...**

# Beginning in March with this 3 page spread in **LIFE**

Appears March 2nd in LIFE



these magazines...

**WILL CARRY THE BIGGEST  
BENDIX ADVERTISING  
CAMPAIGN EVER!**

Behind the biggest appliance news since the first automatic washer—the biggest Bendix promotion yet! Week after week, month after month, your customers will be told about the sensational Duomatic in a startlingly different advertising campaign as shown above. They will be urged to see the Duomatic and all the other wonderful Bendix products, at your store!

**ALSO TELEVISION—NBC TV NETWORK—"TODAY" WITH DAVE GARROWAY**



# DEMONSTRATE THE BENDIX DUOMATIC

*and watch your  
BENDIX SALES SOAR!*

The greatest traffic builder you can possibly have in 1953 is the sensational, new Bendix Duomatic! Everyone who comes into your store to see it is a qualified prospect for a washer or dryer or both. Many, of course, will immediately buy the Duomatic. The others will be buy-minded prospects for:

## BENDIX TUMBLE-ACTION WASHERS

When you demonstrate the Duomatic you demonstrate the exclusive Bendix Tumble-Action Washing principle. Many pros-

pects not ready or able to buy a combination washer-dryer will buy a Bendix Tumble-Action Washer.

## BENDIX AGITATOR TYPE WASHERS

For those who prefer Agitator Action, you have the price-advantage of the *Bendix Economat*. Still selling for about \$70 less than the average automatic washers, the Bendix Economat offers your customers completely

automatic washing at only dollars more than most non-automatic washers! And where portability is desirable, the Bendix Dialomatic gives you the perfect solution—at a profit!

## BENDIX AUTOMATIC DRYERS, TOO

Many of those who come in to see the Duomatic will be dryer prospects. More sales opportunity... a chance to tell the story of the exclusive Bendix Pow-R-Vent system which makes possible the elimination of heat, lint and moisture.

**BENDIX HOME APPLIANCES**  
Div. AVCO Manufacturing Corp.  
South Bend, Indiana



**CASH IN ON THIS  
ONCE-IN-A-LIFETIME  
OPPORTUNITY NOW!**

Remember... every washer or dryer prospect will want to see the Bendix Duomatic first before they buy any washer or dryer!

Plan now to tie-in with this biggest Bendix promotion yet! Dealer mats, point-of-sale pieces, displays—they're all ready and waiting for you. Ask your Bendix salesman for the complete, exciting details!

**BENDIX**  
automatic  
**WASHERS and DRYERS**



Here's a tip  
that will make you money!

**Sell Chromalox**  
SUPREME  
"2-units-in-1"  
the Range Units  
Homemakers Know Best!

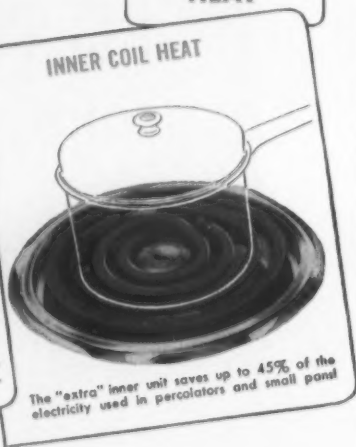


Here's why....

UNIFORM  
OVERALL  
HEAT



Outer band of heat goes evenly into large  
frying pans and utensils for economical cooking.



The "extra" inner unit saves up to 45% of the  
electricity used in percolators and small pans!

Naturally, you'll want to handle Chromalox Supreme Range Units for replacement when the nation's homemakers show such an overwhelming preference for electric ranges equipped with the "2-Units-in-1" surface units that give the "right" heat and "right" cooking area.

It will pay you to stock the famous Chromalox line. You'll find you can make replacements faster, easier, more profitably because the Chromalox units come complete, ready to install. A small assortment of Adaptor Rings permits proper fit of all range openings.

#### Get the Full Story

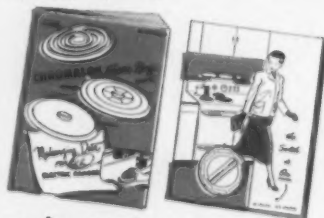
Write for Bulletin RU-149 and "The Switch Is On" booklet. They show you how to make more money selling and servicing ranges.

**EDWIN L. WIEGAND CO.**  
7525 THOMAS BLVD.  
PITTSBURGH 8, PA.

on new ranges and for replacement

**CHROMALOX**

means "Electric Cooking at its Best"



RC-60

## Winter Planning Helps Air Conditioning Sales

CONTINUED FROM PAGE 79

program is the setting up of its advertising campaign. The amount to be spent on advertising through all media is based on the size of the order placed with the manufacturer, Haworth points out. The advertising budget will be broken down into allotments for newspaper, radio, TV and other methods of reaching the buying public.

#### Cold Weather Advertising

"We start advertising in December—in time for Christmas," declares Haworth. "Our reasoning is—why should the customer wait until June to be told about the advantages of air-conditioning? In the chilly months, we stress the heating angle of the Mitchell air-conditioner and that carries a sales appeal all its own."

This heating angle—which permits the air-conditioner to serve as a heater through the reverse cycle and the strip heating features—is a good sales argument in winter selling. Motor courts especially are interested in this feature, Haworth says, and many sales have resulted through the emphasis placed on it.

After quotas and budgets have been set up by the distributor, Haworth and Watts then stage a series of dealer meetings to tell dealers the sales story for air-conditioning units during the coming year. Watts explains the thoroughness with which these meetings are conducted. First of all, he says, dealer salesmen must be taught to sell and install units. They must be shown the importance of calculating room sizes, of knowing BTU capacity, of studying window facings, and kindred features in making the air-conditioning unit effective. Only through continuous meetings with the dealers can effective selling be maintained, Watts declares, and officials of the St. Anthony Corp., hold periodic dealer meetings throughout the year, a cus-

tom which is continually showing its worth to dealers in the area.

#### Dealers Get Top Service

This work with dealers develops into the fifth and final step in the St. Anthony sales program—the step which Haworth terms "execution of plans." It means that dealers get every possible service which the firm can extend them. Individual quotas are set up for the dealers and efforts expended continually to keep them selling. The company maintains a factory service depot at its headquarters in Clearwater, where all major service work is done for the dealer. Six men in the service department provide expert and speedy service for any St. Anthony dealer who desires it. On occasion, the company will make installations for its dealers, if necessary, or will furnish plans and drawings of the "header" if the dealer desires the installation work done locally.

"We try to break even only, in the service department," says Haworth. "It is maintained principally for the benefit of our dealers and their customers. We have found that assured service is a good selling point for them."

The unique headquarters of the St. Anthony Corp., is a showplace among Clearwater business houses. Converted into offices from an old residential building, it is labeled "The House of Air Conditioning". Dealers frequently bring their prospects to the house for better demonstrations, as showrooms are well equipped for this purpose with one-third, one-half, three-quarter and one-ton room units on display at all times.

The distributing firm, which was set up early in 1951 and is one of the fastest growing firms in mid-Florida, moved approximately 3,000 room air-conditioning units last year. By planning a sales course in the off-season, it expects to double sales in 1953. End





# Sylvania's New 1954 Calendar for Service Dealers.... sells all through the Year!

Filled with ideas and recipes  
your prospects will want to keep

They'll read your super-  
service story every month!

Don't miss this Dramatically Different  
**Business Builder!**

Here's the hardest-selling, custom-made Home Calendar ever offered to Radio-TV Service Dealers! It's tailor-made just for you! Features an appealing illustration painted exclusively for Sylvania by a famous cover artist. Reproduced in full color and imprinted with your name and address.

Your prospects simply can't overlook this calendar. It's filled with timely hints and valuable household suggestions they'll want to keep handy. And, every time they turn the page they'll be reminded of your dependable service, skill, and experience.

**Order now . . . supply limited!** At only 1½¢ per customer per month (in lots of one hundred or more), this calendar

is truly the smartest advertising buy ever offered. But don't delay, the supply is limited! Order a couple of hundred from your regular Sylvania distributor . . . **TODAY!** If he is out of stock, write to: Sylvania Electric Products Inc., Dept. 3R-1102, 1740 Broadway, N. Y. 19, N. Y.

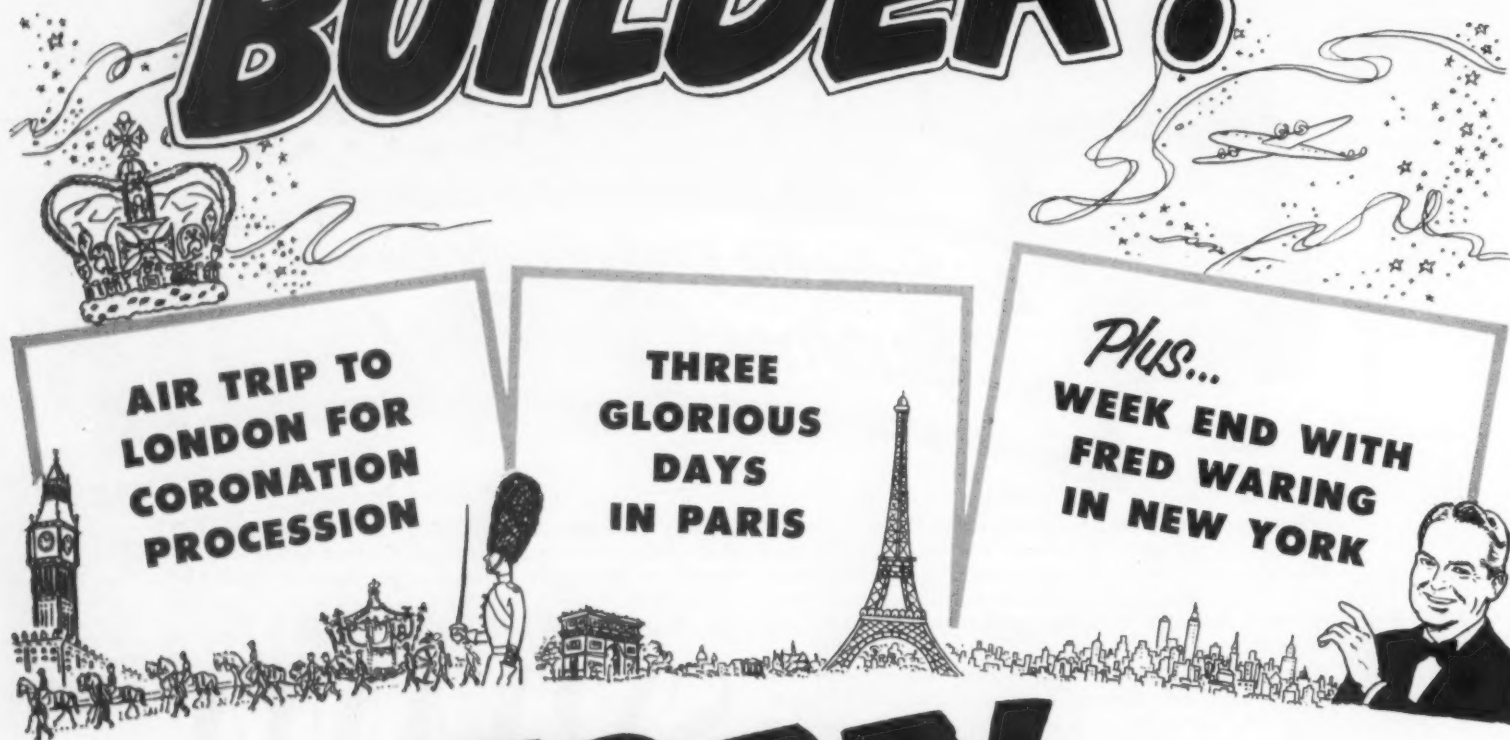
# SYLVANIA



RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

*America's #1 CLOCK-*

# **AMERICA'S #1 TRAFFIC BUILDER!**

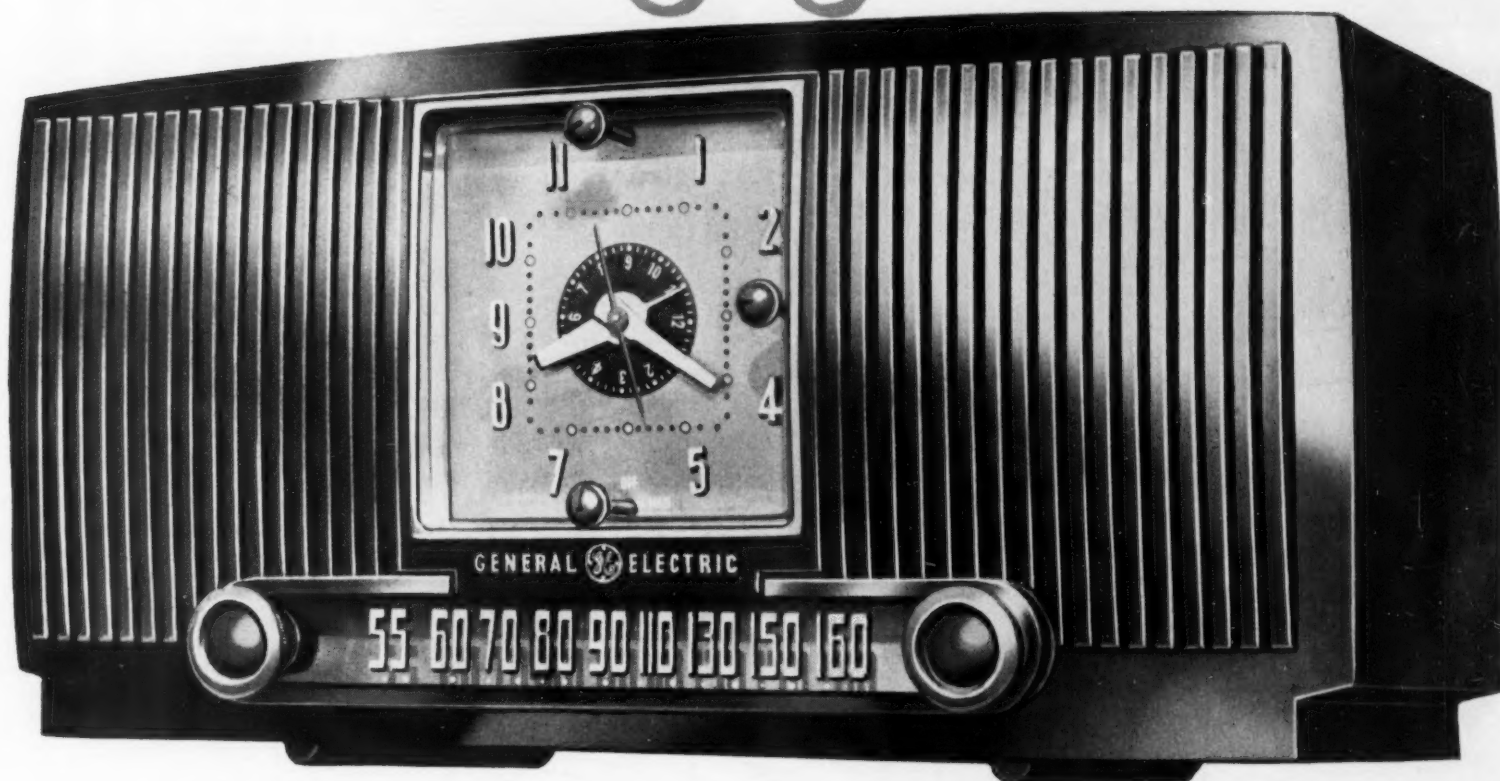


# **FREE!**

**For first two winners and one companion each.**



# RADIO brings you



Model 546

## 100 WINNERS! NO OBLIGATION!

### FIRST TWO WINNERS AND GUESTS:

Air trip to London. Reserved seats for Coronation Procession . . . entertainment. Three glorious days in Paris. Two days in New York City . . . guests of Fred Waring . . . sight-seeing, night clubs, top shows . . . G-E CLOCK-RADIO . . . complete set of luggage . . . \$200 in cash for extras on trip.

**NEXT 98 WINNERS:** G-E Clock-Radio  
Contest subject to federal, state and local regulations.



# CLOCK- RADIO

## The World's Most Useful Radio!

G. E. rolls out the red carpet to your customers with the biggest traffic-building promotion in the radio industry. And to win that "trip of a lifetime"—or any of the big prizes—they will come to your store! So put America's #1 clock-radios in the "limelight" spots in your store right away. Call your General Electric radio distributor for full details and promotional material. Call him now!

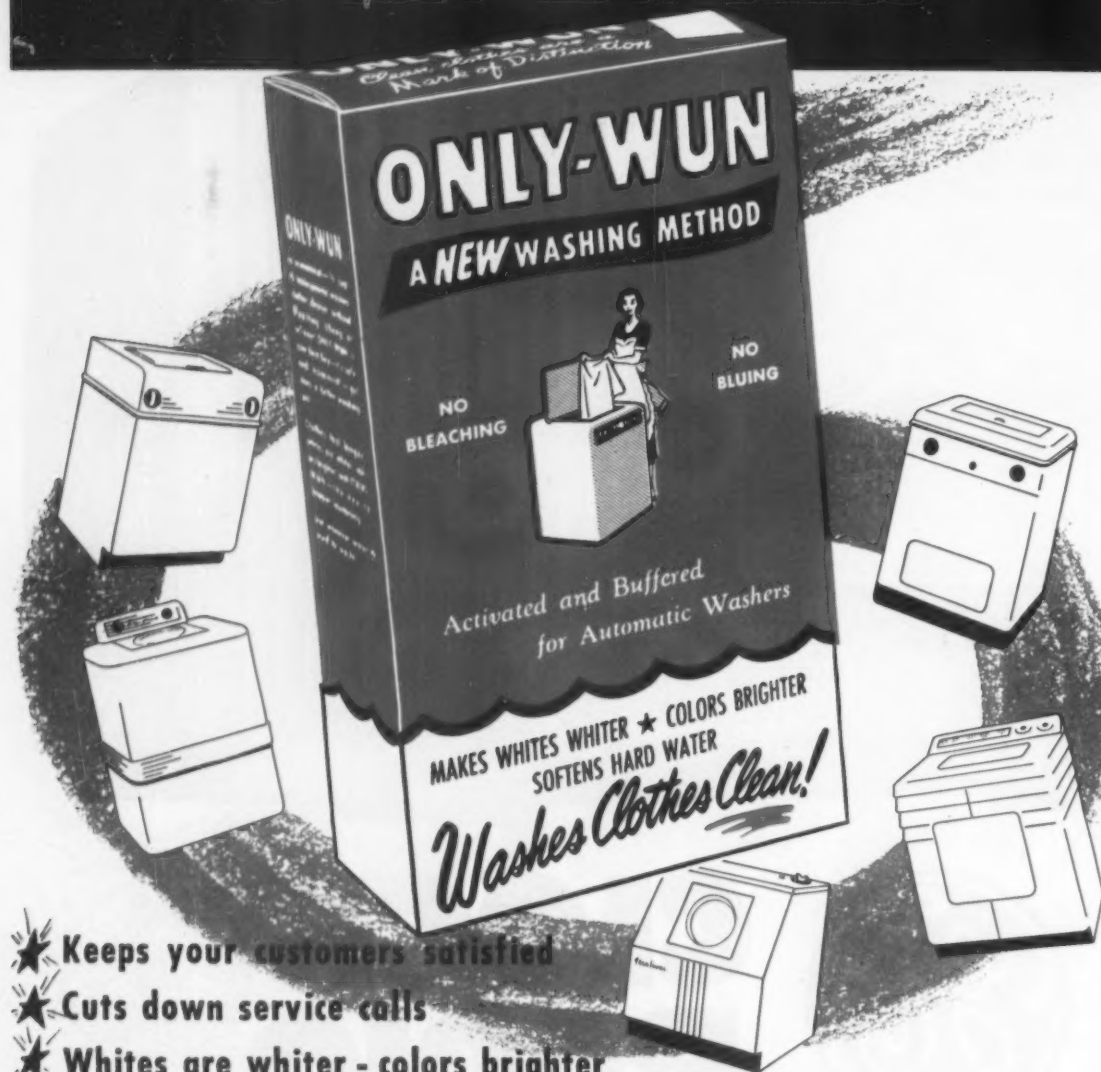
**G-E Clock-Radio Prices Start at \$29.95\***

\*Prices subject to change without notice. Slightly higher West and South.  
General Electric Company, Receiver Department, Syracuse, N. Y.

*You can put your confidence in—*

# GENERAL ELECTRIC

## DEMONSTRATE your Automatic Washer TO BEST ADVANTAGE



- ★ Keeps your customers satisfied
- ★ Cuts down service calls
- ★ Whites are whiter - colors brighter

# ONLY-WUN

with **TRISOL**

Here is the *one* laundry preparation, created especially for automatic washers, that won't let you down. The finest automatics fail in their mission when the wrong soap or detergent is used.

ONLY-WUN with Trisol helps prevent black grease balls, "yellowing" whites, plugged pumps and drains, expensive service calls, and irate customers.

Trisol serves as a combination bleach, bluing and water softener that removes all soil and dis-

solves even soap left from previous washings.

ONLY-WUN is supplied in lb., 2 lb., 8 lb. packages . . . 25, 50, 100, 300 lb. drums. For a free trial package, use the coupon below. Use it in your own automatic at home or give it to your most difficult customer. After that, you'll always have ONLY-WUN on hand.

Gentlemen:

Send my free 1 lb. package of ONLY-WUN and descriptive literature to:

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Types of automatic washers handled \_\_\_\_\_

**WETALENE LABORATORIES, Inc.**  
**ONLY-WUN DIVISION**  
734 E. FIRST AVE. COLUMBUS 3, OHIO

## The Weather Took Over

CONTINUED FROM PAGE 81

points out, "but when we found that we were selling 39 two-speed fans to every single-speed, we quickly exchanged them.

"Although the two-speed units cost about \$5 more, people were easily sold," Valentovis adds. "Most of our customers are working class and consequently bought over 90 percent of our fans on time, but they apparently were convinced by other friends.

### Traffic Building Effect

One thing that Atlas liked particularly was the traffic building aspect of the promotion. In their 131st Street store where they also sell furniture, traffic was greatly improved by fan advertising and considerable furniture was sold as a result.

George Gould, advertising manager of Viking Air Conditioning Corp. in Cleveland, not only helped make the radio and television plans for Atlas, but went around to the newspapers and encouraged some news stories which the paper printed on the building page free of charge. In addition to regular radio and television spots, he got the local utility to plug fans on the early evening (6:45 p.m.) weatherman show.

Many of the radio and TV station employees were so interested in their own commercials they went out and bought fans themselves the next day. "We profited from all the media," Valentovis reports. "One six-column newspaper ad brought in a lot of people. By comparison it most more, but for the total advertising it ran about half. We spent \$165 for spots on WGAR and \$350 on five days participation in a TV program. Our newspaper ads ran \$520 and of course, we had free time on the Electric Illuminating Co. program, and no charge for the four publicity newspaper stories.

### Ads 7.8% of Sales

"Based on the fans sold for the first week, (102) we had a 13 percent advertising expenditure to gross sales. That in itself wasn't bad, but based on 176 fans sold for three weeks our expenditure to the gross was about 7.8 percent. Then we had a 50-50 co-op issued with coupons (worth \$3 each) and received one for each fan sold. We used 18 to buy six displays (each display valued at \$9) for each store.

"I guess the advertising would be considered very good, but it certainly is amazing how quickly it made the promotion go over," Valentovis adds. "Certainly, we could have sold more fans if we hadn't started the promotion so soon after setting up our plans. But that old weatherman gave us so much assistance, so soon, that we moved them immediately. In fact, we had to stop long before we had planned because the distributor ran out of fans and the factory couldn't make any more deliveries." End



# ACT NOW... GET MORE FREEZER SALES IN 1953 WITH NEW **REVCO** LINE

## NEW MOISTURE-FREE CONSTRUCTION ELIMINATES CONDENSATION ON THE OUTSIDE WALLS IN HUMID WEATHER

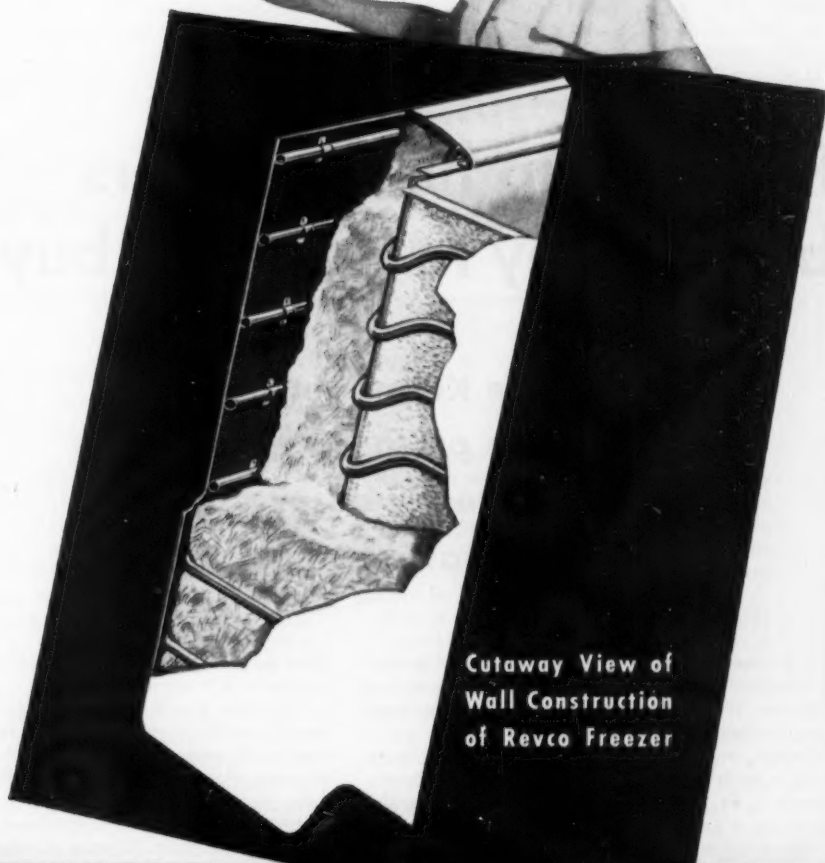
Static type condenser with tubing distributed over and attached to inside of cabinet shell gives highest efficiency. No condenser cleaning required. Note extra-thick, high density Fiberglas insulation used in Revco Freezers.

## NEW *Faster Freezing* LOW TEMPERATURE REFRIGERATION SYSTEM by REVCO

A revolutionary, new Tecumseh freezer unit . . . no fan noise . . . combined with Revco engineered static type condenser system, all correctly balanced, results in extremely low cost operation. Reinforced lifetime aluminum food compartment with complete wrap around of aluminum tubing bonded directly to outside surface of walls give faster freezing from top to bottom of the interior.

WIRE, PHONE or WRITE TO JOIN THE  
FAST GROWING FAMILY OF SUCCESSFUL  
REVCO FREEZER DEALERS WHO SOON  
RECOGNIZE THE REVCO LINE AS THE  
BEST DEAL THEY EVER MADE!

*"You know You Sell the Very Best  
when it's a freezer built by Revco"*

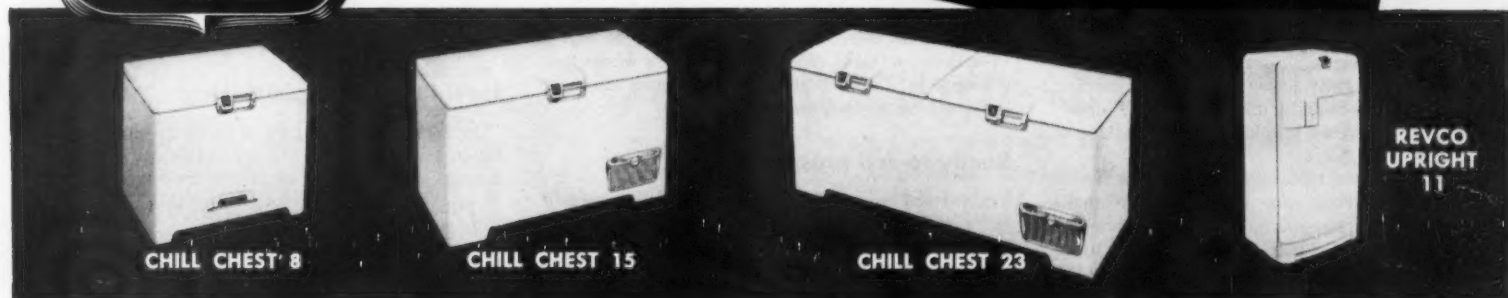


Cutaway View of  
Wall Construction  
of Revco Freezer



REVCO, INC.  
DEERFIELD,  
MICHIGAN

*The Line to Sell in '53!*



CHILL CHEST 8

CHILL CHEST 15

CHILL CHEST 23

REVCO  
UPRIGHT  
11



George Kaiser's North Shore Refrigeration Co., Maple and Grove streets, Evanston, Ill.



George Kaiser

## He lines up his customers before they're ready to buy!

**How George Kaiser gets first crack at appliance prospects—and keeps his volume steady despite seasonal and general sales slumps . . .**

**I**N A BUSINESS that's noted for its ups and downs, George J. Kaiser is one appliance dealer with a workable system for keeping sales up the year around, whether the market is lean or lush.

George, who owns and operates the North Shore Refrigeration Company at Maple and Grove streets, Evanston, Ill., concentrates his selling efforts on the replacement market for appliances.

"Eventual replacement of the high-saturation appliances is one thing you can count on in this business," George says. "Sooner or later, just about everyone needs a new range or refrigerator. The same holds true to a slightly lesser degree with washing machines, vacuum cleaners and a few other 'necessity' appliances. So we specialize in these lines of merchandise.

"The beauty of the replacement business is that it knows no season. When your old refrigerator breaks down for the last time, you have to have a new box right now—whether the market happens to be up or down. The trick for the dealer, of course, is to be the

first person the prospect thinks of when an old appliance acts up.

"The first person most people think of is a repairman, to see if the old machine can be made to do for awhile. So once you've established an outstanding reputation as a service organization, you automatically get the first crack at a big share of the replacement business in your neighborhood."

With more than 30 years of experience in appliances, George knows how to please the people when they need service. His operation is built around a 14-man department of service specialists whose first objective is to make every service customer a booster for North Shore Refrigeration.

### Ready-to-sell prospects

Trained and equipped to do every repair job quickly and expertly, these service men have prospects half-sold by the time they're ready to buy a new appliance, according to George and his three salesmen.

The service men turn in detailed reports following every job giving the approximate age and condition of appliances in the customer's home. These reports, kept on file in the store, provide an excellent source of prospects for the salesmen. And the service men need no urging to fill out the reports because they get a percentage of the commission on each sale resulting from the leads they turn in.

The salesmen also work on an incentive basis. For every sale they close over a certain monthly quota, they receive additional commissions.

The fact that most replacement business involves a trade-in makes it a headache to many dealers. George, however, has found a way to make trade-ins more of a help than a hindrance. By rebuilding and reconditioning used appliances at comparatively low cost, he can sell them at a profit. More importantly, he can afford to give a larger trade-in allowance than many of his competitors.

The reconditioning shop for refrigerators, managed by Al Hilmoe, is like an independent operation. Located next to the main store, it includes an office, parts and work room and a painting room. Washing machines and other appliances are rebuilt in the main service shop located in the basement. This department is managed by George's son, Bud Kaiser.

Used appliance prospects find a wide selection from which to choose in another special department which has its own entrance from the sidewalk.

### How to start people talking

"Our service methods help us cultivate an important bit of selling help we call card-table conversation," George says. "Which means we try to do the kind of job the ladies appreciate—and talk about when they get together.

"On installations, for example, we try to cause a minimum of confusion for the housewife. If it's a



refrigerator installation, the boys even take the food out of the old box and put it in the new one.

"We also give a home demonstration on every appliance we sell and make at least two calls during the first 30 days following the sale to make sure everything is completely satisfactory. Most people seem to prefer our way of doing business.

"But as any dealer knows, there always will be some to whom price is the only consideration. They're willing to gamble on the rest of it. Frankly, we don't cater to that type of customers. I'll tell you why.

"It's much more than a matter of ethics. It's the choice between grabbing a fast sale wherever you can and building a clientele of satisfied customers you can count on year after year. You can't cut prices to the bone and still guarantee customer satisfaction.

### Not worth the risk

"One of my customers learned this the hard way. He came in one day and asked me for 20% off on the price of a new range. I turned him down and tried to convince him he'd be better off to pay my price so he could be sure to get what he wanted in service. But he couldn't see it.

"Well, about three weeks later, he came in again and said he needed help. The range he had bought at a 'bargain' price was delivered to the sidewalk in front of his house. He needed someone to remove the crate, install the new range and take out the old one. I told him we'd be glad to take care of it, but since he bought it somewhere else, we'd have to charge him for our service.

"When we uncrate it, we found two big chips in the finish. A phone call to the dealer revealed that the customer was stuck with it. So he also paid us to replace the damaged panels. After getting a discount on the original price, he wound up paying out more than he saved before the range was any good to him—and if anything else had gone wrong later, that would have cost him too.

"That man's experience was directly responsible for at least five sales we made to his neighbors."

Today's price situation is the only thing that prevents George from using outside selling crews. Having learned the business as a house-to-house salesman of Apex products in the early twenties, he knows the advantages of this method of selling.

### Selling the need is costly

"House-to-house crews would be particularly valuable in selling the newer appliances, such as clothes driers, dishwashers and garbage disposers," he says. "People have to be sold on the need for these items, just as they had to be sold on the need for refrigerators and vacuum cleaners twenty-five years ago. Until they are, the new appliances will remain in the luxury class.

"But door-to-door selling crews are practical only when they can sell on a reasonable margin. I don't believe they can make a profit today because there's too much cut-rate competition. That's another reason why I concentrate on the replacement market. I can do a good job because the need for my merchandise already is established."

George finds that special sales gimmicks, such as give-away promotions, do not produce much interest among families in his trading area. Some free premium ideas which have gone over in a big way for dealers in other parts of metropolitan Chicago have been notable flops along the North Shore, he says. So promotions of this type have no place in his plans.

He divides the bulk of his advertising expenditures between telephone book listings—to reach service prospects—and newspapers.

"I think most dealers agree that newspapers are the best for getting interested prospects into the store," George says. "No other mass medium gives people the opportunity to study the features of an appliance at home and then tells them where to buy it. We use the local paper and participate regularly in manufacturers' campaigns in the Chicago Tribune."



With the aid of a map, George (right) shows salesman Julian Bachechi the segment of metropolitan Chicago reached by the store's Selective Area ads in the Chicago Tribune.

### Sure-fire ad plan

George's ads in the Tribune are sponsored jointly by manufacturers, distributors and dealers under the Tribune's Selective Area advertising plan. Thru this plan, George gets his store name featured along with a few other widely-separated dealers in big-space ads appearing in the Tribune's North neighborhood section on Sundays or Thursdays.

On Sundays, these ads appear in all five of the Tribune's neighborhood sections, but a different group of dealers is featured in each section. Thus, while George's share of the total cost is as little as 20 or 30 dollars (depending on the number of dealers

listed in his ad), the ads work almost entirely for him in his best trading area.

"We make it a habit to check advertising results," George reports. "After we get an order written up, we always ask people what influenced them to choose our store. From the number who say, 'I saw your ad in the Tribune,' I've concluded that these Selective Area campaigns are a very profitable investment.

"But then, they could hardly be anything else. The cost is low. The Tribune reaches practically 100% of Evanston families on Sunday and the manufacturers of most of our top lines use the campaign—Easy, Frigidaire, Zenith, and Bendix."

### MANUFACTURERS:

Selective Area advertising can do a better job for you in the Chicago market because it does a better job for dealers in their own neighborhood markets.

Available only thru the Chicago Tribune, Selective Area advertising reaches the consumers who buy the bulk of the hard-lines merchandise sold in Chicago and suburbs. But equally important, it gets your dealers to give special attention to your line because it gives them the kind of selling help they can see and understand.

At low costs never before possible, Selective Area gives dealers big-space advertising over their own names reaching their biggest and best audience of prospects. Thru a unique circulation

arrangement, no individual ad lists more than a few widely-separated dealers, thereby giving each dealer virtually the full benefit of this powerful promotion in his particular trading area.

Dealers push the lines their customers want to buy. Selective Area advertising can bring people into their stores asking about your line. The result: stronger point-of-purchase support and greater profits for you.

The more than \$2,500,000.00 already invested in Selective Area advertising by dealers, distributors and manufacturers provides evidence of how it pays off. Why not find out what Selective Area advertising can do for your Chicago market situation?

Call a Chicago Tribune advertising representative for details.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

### ADVERTISING SALES REPRESENTATIVES

Chicago  
A. W. Dreier  
1333 Tribune Tower  
SUperior 7-0100

New York City  
E. P. Struhsacker  
220 E. 42nd St.  
MUrray Hill 2-3033

Detroit  
W. E. Bates  
Penobscot Bldg.  
WOodward 2-8422

San Francisco  
Fitzpatrick & Chamberlin  
155 Montgomery St.  
GARfield 1-7946

Los Angeles  
Fitzpatrick & Chamberlin  
1127 Wilshire Blvd.  
Mlchigan 0259

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.



**HURRICANE SENIOR**  
a 20" model for big estate and suburban lawns. Perfect for the exacting lawn care that protects investments in sod, seed, fertilizers, weed killers. Powerful 2 h.p. engine.

## HURRICANE PAINTS THE PRETTIEST PROFIT PICTURE IN THE POWER MOWER FIELD!

**Learn the Art of Extra Earnings with the Quality Hurricane Line!**

It's no trick to master the sales situation when you carry the famous Hurricane line! Precision engineering, rugged construction and flawless performance are convincing proof that Hurricane delivers *more mower for the money!*

If you want a better-paying power mower line that cinches more sales, satisfies more customers, take on Hurricane! Mail the coupon today for complete details on Hurricane's sales superiority.



**HURRICANE JUNIOR** — 18" replica of the big Hurricane. Trim, lightweight — for smaller suburban and city lawns.



**HURRICANE GLIDER** — the economy model. 2 h.p. engine — 18" cutting swath. Top quality — budget priced.

### Why Critics Hail Hurricane As A Mower Masterpiece

- 4-cycle, 2 h.p. gasoline engine • automatic governor control for constant engine speed • full-floating friction drive • adjustable cutting height —  $\frac{1}{2}$ " to  $3\frac{1}{2}$ " • 4 large, equal-diameter wheels • special hinged safety guard and grass throwout • folding handle for easy starting and storing.

### Parts and Service Are Big Business, Too

Many dealers earn tidy incomes from parts and service. Orders for new parts are shipped the day received. You can profit by keeping Hurricanes up-to-date. Every new improvement is engineered to fit any machine — from a 1946 model to the latest 1953 design!

**Hurricane**  
ROTARY POWER MOWERS

**National Metal Products Co., Inc.**  
Dept. E-10 2722 Cherry Street, Kansas City 8, Missouri

National Metal Products Co., Inc.  
Dept. E-10 2722 Cherry Street  
Kansas City 8, Missouri

Show me how the Hurricane line  
can make me more mower money.

Name.....

Address.....

City.....

State.....

## Installing Room Air Conditioners

CONTINUED FROM PAGE 85

quired to get into this rapidly expanding business. ELECTRICAL MERCHANDISING asked several room air conditioner manufacturers for their advice on what's needed to handle room air conditioner installations. And since even the best installation will produce an unsatisfactory result if a unit of inadequate capacity has been installed, the manufacturers were also asked how to go about selecting the proper unit. Here are their answers:

### SELECTING THE UNIT

Selecting the right unit isn't as difficult a job as it might seem—but it is more complex than some salesmen make it out to be. Herbert L. Laube, chairman of the room air conditioner section of the Air Conditioning and Refrigerating Machinery Assn. and president of Remington, cited this example during last year's NAED convention in Atlantic City. Take two identical rooms here in Atlantic City, Laube said, and assume that there are two occupants in each room. "Thus, the size of the room, its occupancy, and the climate to which it is exposed are the same in both cases. Depending on eight other factors, however, the variation in the actual size of the room that a specific room air conditioner will properly cool will vary as much as 700 percent, depending on these eight additional factors." These factors include: (1) the location of the room in the building; (2) the window area; (3) the extent of outside shade; (4) the construction of the building itself; (5) the ceiling height; (6) the construction and location of the ceiling; (7) is the room on the ground floor or over occupied space; and (8) is the unit for daytime or just nighttime use?

Considerable progress has been made toward giving the prospective buyer a quick and satisfactory answer when he wants to know how large a unit he needs. Laube pointed out that ACRMA has developed a simplified estimating form which a non-technical salesman could use with accuracy after a few hours of training. Using this form, the salesman could make a recommendation in a matter of 10 to 15 minutes after surveying a room. Manufacturers have gone one step further, Laube said, and have prepared a number of detailed tables covering rooms of a great many sizes and all types of construction and exposure. About an hour's training would be required to train a salesman using this material and he would be able to make a satisfactory selection in two to three minutes, including the time needed to measure the room. Finally, said Laube, some firms have gone further and have developed pocket calculators which are so simple that a salesman can use them with accuracy after only a few minutes explanation and can come up with the necessary answer to the prospect's question in a matter of seconds.

Each manufacturer provides some form of estimating aid to his dealers.

Some use the ACRMA copyrighted form. Others use similar but simplified forms. Some use the pocket calculators and some use a combination of two or three of these methods. All produce essentially the same result. The dealer should base his estimates on the forms or calculators provided by the manufacturers of the units which he handles. (For examples of these charts and calculators, see page 85.)

### WIRING REQUIREMENTS

While it's perfectly true that room air conditioners are plug-in appliances, no appliance will operate satisfactorily if the electric circuits are not adequate to deliver the required power. As far as adequate wiring for room air conditioners go, there are two primary sources of trouble. First, the branch circuits in many homes already carry too much of a load to take any air conditioner. Second, certain larger units (especially automatically controlled ones) require 230 volt circuits.

The various aspects of the wiring problem are too complex to permit any easy generalization in an article of this type. The single best bit of advice is contained in a recently-published ACRMA pamphlet which lists six rules for adequate wiring on room air conditioners. The set of six rules are printed on page 85. The most important of these is Number 6: "Work closely with the local power company and city authorities. Be familiar with local regulations."

The adequacy of any circuit for any unit should be tested with a voltage tester. Several air conditioning manufacturers offer such units to their dealers with phantom loads for each size unit built into the tester so that the current drain at the outlet is the equivalent of that required by the particular air conditioner to be installed.

Generally speaking, units of under  $\frac{3}{4}$  hp. can be installed on #14 gage circuits if the voltage (as determined above) is adequate. Larger units almost always require heavier wiring (#12 gage) or a 230 volt circuit. Generally, the  $\frac{3}{4}$  hp. units are the dividing line. Almost every manufacturer has a  $\frac{3}{4}$  unit in his line designed for 115 volt circuits. But more and more engineers—both on manufacturing and utility levels—are predicting that fewer and fewer 115 volt  $\frac{3}{4}$  hp. models will be installed. There's no doubt that utilities prefer a unit that heavy to be installed on 230 volt lines. And if the unit is automatically controlled, the power company's service rules (in most cases based on the joint NEMA-EEI "Single Phase Motor Starting Current Rules") would in most cases require 230-volt service. In addition, new Underwriter Laboratories' standards of room air conditioners have led some engineers to predict the disappearance of the 115 volt model in  $\frac{3}{4}$  hp. sizes.

Ordinary household extension cords cannot be used with room air conditioners. (Continued on page 132)



# YOU WAITED 5 YEARS FOR *FLASH DEFROSTING*



...not only faster  
...not only handier  
...not only cleaner

## **BUT ALSO**

Lower in cost—up to \$84 lower—  
than other Automatic Methods!

**GET THE COMPLETE STORY NOW—  
FROM YOUR ADMIRAL DISTRIBUTOR**

ADMIRAL CORPORATION • 3800 W. CORTLAND STREET • CHICAGO 47, ILLINOIS

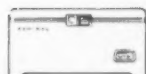
*More, More, MORE proof that*

# **Admiral**

*is the fastest rising power in all the appliance industry*



Upright  
Home Freezers



Chest-type  
Home  
Freezers



Room  
Moisture  
Conditioners



Room Air  
Conditioners



Flash  
Defrosting  
Refrigerators



Dual-Temp  
Refrigerators



Flex-O-  
Heat  
Electric  
Ranges

# Rival INTRODUCES FIVE

Plus a New MERCHANDISING PLAN

The Pioneer in Electric Broilers...  
Brings You the NEW

## BROIL-O-MAT<sup>®</sup> ROTISSERIE



### BROIL-O-MAT<sup>®</sup> INFRA-RED BROILER

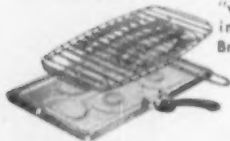


All the sparkling beauty of the Rotisserie—chrome inside and out; all its features except the revolving spit. 3-way heat control; no unplugging. Smokeless; easily portable, easily cleaned. AC-DC.

CAT. NO. 1620 \$39.95

#### Broil-O-Mat Exclusive!

Bacon rack teams up with specially designed aluminum tray with four "wells" for cooking eggs. Use Broil-O-Mat morning, noon, and night!



- Triple plated chrome inside and out
- Completely concealed motor—No unsightly bulges
- Self-contained spit streamlined—No slots

A masterpiece of gleaming beauty and exciting new features! Penetrating infra-red heat. Spit revolves slowly for faster, tastier flavor-sealed cooking. Holds large fowl or 10-lb. roast. Two heats. 3-way switch: no unplugging. Separate Motor Switch. Special Shish-Kebab skewer. AC only.

Broils-Grills-Roasts-Barbecues  
Fries-Toasts

CAT. NO. 1621 \$59.95

#### Broil-O-Mat Exclusive!

Specially designed revolving stainless spit. Rotates toward rear, no splatter. Detachable handle lifts it out easily, safely. No slots in broiler top or sides to mar its beauty.



#### Broil-O-Mat Exclusive!

Only Broil-O-Mat Rotisserie has this novel, six-prong skewer. Clamps to spit in a jiffy. Heavily nickel-plated. Perfect for broiling Shish-Kebabs, frankfurters, scallops, etc.



An Exciting New Addition  
to the Famous Rival Family!

## FRY-O-MAT<sup>®</sup> DEEP FAT FRYER

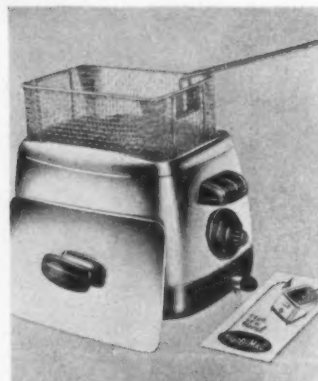


- Smartly styled beauty
- Completely automatic
- Built-in signal light
- Fully guaranteed

A dream come true in good looks and good cooking. Packed with features your customers want most. Seamless body of mirror-bright triple plated chrome steel. Fry-O-Mat prevents transfer of flavors. Fat may be used over and over again. Big 5-pint capacity. Extra large drip proof spigot.

CAT. NO. W3000

\$29.95



"Grease Level" indicates correct amount of shortening to use.

One-piece cast aluminum well with overlapping lip prevents seepage.

Smart cool-grip bakelite handles.

Seamless outer shell. Heavily chrome plated.

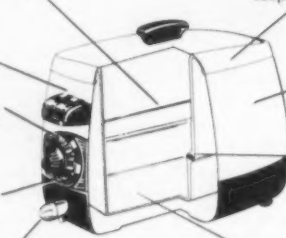
"Signal Light" blinks out when proper temperature is reached.

Heat element cast-in for longer life, uniform heat.

Panel removes for easy access to thermostat.

Extra large drip-proof spigot for faster, easier draining.

This method prevents transfer of flavors.





# NEW ELECTRIC HOUSEWARES

with PROFIT-PACKED POWER!

## THEY'RE HERE! TWO BEAUTIFUL WORK-SAVING NEW IRONS

# STEAM-O-MATIC!

The Oldest — And Still The Most Dependable Name in Steam-and-Dry Irons

PUSH THE BUTTON  
From Steam to Dry in  
TEN SECONDS



### DeLuxe Push-Button Model

Not only a new steam iron . . . a new high in ironing luxury. Just push button, and water empties hot, safely, easily, in less than 10 seconds . . . and it's ready for use as dry iron. Only Steam-O-Matic offers this patented feature. Here's push-button magic with almost effortless ironing.

CAT. NO. DL505

\$21.95

Without Push-Button—Cat. No. R500B  
(Not illustrated)

\$19.95



*New  
Ironing Ease!*

Streamlined Beauty . . . at a NEW LOW PRICE!

### Dual 8 Model

This stainless steel Steam-O-Matic is the biggest budget buy in the field. Famed Steam-O-Matic quality in every detail, plus hot-or-cold emptying feature. And tagged with a new low price!

CAT. NO. J510

\$18.95

EASY TO FILL

Flip the latch, lift the handle. Fill with 8 oz. water. That's all.



More STEAM-O-MATICS in Service Over 15 Years Than All Other Steam Irons

# FREE!

of Extra Cost with  
**STEAM-O-MATIC**  
"Travel-Storage" CASE  
with Fiberglas Pad



Watch Steam-O-Matics "walk out" of your store! Smart gift box with neat cord handle. Doubles as attractive sturdy case for tidy storage, or travel use.



REPLACEMENT OR REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN



**FILL IN 10 SECONDS**  
Quick! Easy! Built-in funnel. Pour in water from a drinking tumbler.



**USE TAP WATER**  
No expensive distilled water to buy, carry or store in your home.



**STEAM-O-MAGIC CIRCLE**  
Distributes steam over greater area. Protects fabric. Gets wrinkles out faster.



**STEAM-IRONS ALL FABRICS**  
A single control gives you a complete range of heats for both steam and dry ironing.

**SEE THESE GREAT NEW PRODUCTS**  
Check With Your Distributor  
or Mail Coupon Below!

GET THE DETAILS NOW ON THIS  
GREAT NEW MERCHANDISING PLAN

**Rival Manufacturing Co.**

2201 McGee Trafficway  
Kansas City 8, Missouri

I want to know more about these 5 wonderful new Rival electrical appliances . . . and Rival's great merchandising plan!

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

If you sell freezers or refrigerators  
get extra repeat profits with

## See-Safe<sup>®</sup> FREEZER PACKAGING



*Sensational  
Offer*

at no extra cost

Illustrated is the profit-packed Floor Type SEE-SAFE Merchandising Display rack . . . no extra cost with SEE-SAFE merchandising assortment.

. . . also available in an attractive counter-type rack.



**NATIONALLY ACCEPTED LINE—  
BACKED BY THE BIGGEST  
PROMOTION PROGRAM  
IN THE INDUSTRY**

Freezer packaging is a profitable accessory for the dealer who wants to service his customers properly.

It's a terrific new selling item that takes little time or space . . . returns big profits with minimum investment.

**Here's why SEE-SAFE is the  
favorite of freezer dealers . . .**

- endorsed by leading freezer manufacturers
- backed by Good Housekeeping Seal of Approval
- new, popular merchandising prices
- dynamic, colorful packaging for impulse sales
- power-packed promotions and selling helps
- complete line with attractive self-service racks sells itself.



**PROMOTE SALES . . . ADD NEW TIE-IN PROFITS  
with SEE-SAFE's complete STARTER ASSORTMENTS**

Everything the new freezer owner needs, including essential accessories in a low-cost variety package.

Other nationally advertised  
SEE-SAFE Products

- Plastic Storage & Travel Bags
- Plastic Blanket Bags
- Plastic Food Saver Assortments
- Plastic Storm Windows
- Plastic All-Purpose Covers

WRITE, WIRE OR CALL DIRECT FOR COMPLETE INFORMATION  
**MEHL MANUFACTURING COMPANY**  
A Division of Sydney-Thomas Corp.  
2057 READING ROAD CINCINNATI 2, OHIO

## Installing Room Air Conditioners

CONTINUED FROM PAGE 128

tioners. The cord should be of at least #14 gage wire or larger, depending upon the unit, and should be as short as possible. The longer wire should be connected to the units; the wires should never be spliced outside of the unit.

Recommendations on wiring and fusing the units are contained in the installation literature supplied by each manufacturer and should be carefully followed.

### MANPOWER

The seasonal selling characteristics of the room air conditioner industry provide something of a manpower problem for the service manager. The air conditioning season hits at just the time that a heavy volume of refrigerator repair work usually appears. The problem can be complicated even further by calls to start up room air conditioners sold in previous seasons. One answer to the problem is to hire part-time help to handle some of this seasonal burden of installation, maintenance and service work.

Will extra men be needed? That's a question which can be answered only by considering individual requirements. If service crews are kept busy with regular work in the months before the air conditioning season starts, it seems questionable whether they will be able to handle any large number of air conditioner installations once the season gets underway. Careful routing of crews and scheduling of calls may alleviate the problem to some extent.

Here's how to figure time on an installation. Most experts feel that it's a two man job. Estimates on the time required for an average installation vary. Several manufacturers placed the figure rather low, ranging from 30 minutes to an hour. But the New York distributor for one leading manufacturer calls this figure low and says that his firm allows about two and a half hours for an installation. This includes an allowance for travel and time for instructing the new owner on the proper operation of the unit, two factors which the manufacturers probably did not consider in their estimates.

Training installation and service men isn't much of a problem. If a man has had experience handling refrigerated appliance service, he should be able to complete the necessary additional room air conditioning training during the course of a one or two-day school. If he lacks this background, a basic course in refrigeration is desirable. If a man is to work only on installations and not on service, very little specialized training is required.

### TOOLS

If the dealer has been handling appliance service, he'll need few additional tools. In particular he should have a volt-watt or volt-amp meter, a test cord and mechanics hand tools at a total cost of \$75 to \$100. One

expert feels the total would run something more than \$100 if an electric drill and good voltage tester were figured in the total.

Hand tools required for installation vary slightly from manufacturer to manufacturer, but here is a compilation of tools specified by three firms:

- Claw hammer
- Hacksaw
- Small handsaw
- Metal shears or tin snips
- Carpenter's level and square
- Hand drill and bits
- Screw drivers
- Phillips head screw driver
- Steel tape
- Wrenches:
  - 3/8" socket and ratchet
  - open end or crescent wrench
  - Allen head wrench
  - Socket and extension with universal joint (for compressor hold down nuts)
- Drill and tap, star drill
- Chisel

(Sizes of screw drivers and wrenches may vary with different units. It is advisable to consult manufacturer's installation manual for complete list of tools needed to handle his unit.)

### INSTALLING THE UNIT

Manufacturers' instructions for installation are usually very detailed and apply specifically only to units in the firm's own line. There are, however, certain preliminaries which are generally recommended. They include:

1. To prevent marring of the finish or damage to the cabinet, the air conditioner should not be uncrated until it has been moved near the location where it is to be installed.
2. Before installation, the unit should be given a preliminary "running test" to determine whether there are any defects. Check, too, for shipping damage.
3. The adequacy of the available power supply should have been checked before installation begins.
4. If possible install the unit in a window which gives the best possible circulation of air in the room and one which is on the shady side of the house. If it must be exposed to the sun, some shading for the unit should be provided.

### SUMMARY

This has been a brief, quick glance at the problem of installing room air conditioners. Proper installation is more important to consumer satisfaction with this appliance than with almost any other. Manufacturers have gone to considerable effort to simplify the selection and installation of room units. It will pay the dealer to follow their advice (and that of the utility as regards wiring) and to use the aids and tools manufacturers have provided. The result should be an installation in which the dealer can take pride and one which should help create further business. End



# IT'S A CINCH TO DEMONSTRATE

**the exclusive features of  
Detroit Jewel and GARLAND**



## **GAS RANGE**

the "futura" with

*Full Width Oven*

It's wowing 'em everywhere! An all-out functional range that meets the new trend in modern living. Open the oven door! Open the broiler door. *Easy to demonstrate.* Oven measures 23" by 16 $\frac{3}{4}$ " by 15". And the broiler is 23" wide. A compact range that does the whole cooking job for a big family. **TWO NEW MODELS NOW READY!**

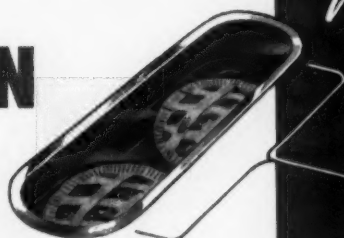
## **TWO NEW HANDI-HI ELEVATED BROILER RANGES**

**exclusive**

## **TOP-VUE OVEN**

(Patent Pending)

Nothing like it before! Touch a button! Like magic, you see right through the cooking top into illuminated oven. No stooping—or squatting or squinting. An eye-popper. A sure-fire sales-maker. *Easy to demonstrate.*

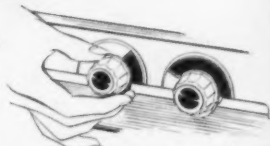


**exclusive**

## **SIGNA-DIAL**

(Patent Pending)

Brand new idea in top burner controls! Shows at a glance which burner is turned on and to what extent. Simple—nothing to get out of order. Eliminates worry. Makes peeking unnecessary. Makes cooking easier. *Easy to demonstrate.*



PHONE—WIRE OR WRITE FOR INFORMATION  
ON THIS PACE SETTING LINE

## **DETROIT-MICHIGAN STOVE CO.**



Fine Ranges Since 1864 . . . Detroit 31, Michigan

® Detroit Jewel and Garland are Registered trad. names  
of Detroit-Michigan Stove Co.



# IT'S BLOWIN'

yep, a storm of record sales for

## FLASH!

**Brand-new Hemcolite S-R® blades  
now on all Westinghouse 10-in. Fans**

Now, all Westinghouse 10-inch Fans will give that whisper-quiet, ultra-safe performance that only the new Hemcolite S-R Blades—a Westinghouse exclusive—can give. They're perfectly balanced, too . . . won't warp, bend, rust or discolor. What a sales story!

Take a look at this '53 Westinghouse Fan lineup! It's sure to be a trade sensation . . . for looks, performance, *price*.

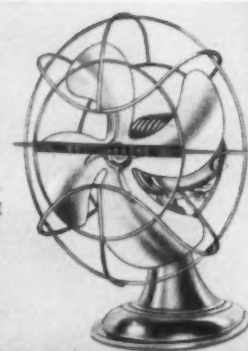
Remember the fan *famine* that hit last year? During summer's sizzling peak, stocks melted overnight. Retailers were swamped by orders that couldn't be filled.

So *now's* the time to order these *new* Westinghouse Fans in plenty . . . to fill unfilled orders and to meet the deluge to come. Call your distributor today about the big "Early Bird" Free Deal! Westinghouse Electric Corporation, Electric Appliance Division, Springfield 2, Massachusetts.

### ATTENTION, EARLY BIRDS! AMAZING FREE DEALS! ASK YOUR DISTRIBUTOR!

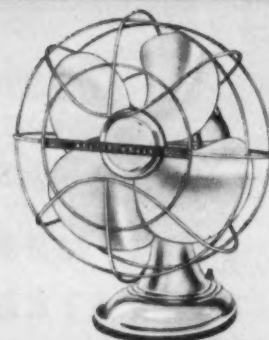
- Big Ice-Cake Display—ABSOLUTELY FREE.
- Plastic Cover for Popular 10-inch Poweraire® Fan—ABSOLUTELY FREE.
- \$29.95 Poweraire Window Ventilator—ABSOLUTELY FREE.
- Complete \$10.00 Promotion Package—ABSOLUTELY FREE.

ORDER NOW! DON'T FORGET LAST YEAR'S FAN FAMINE! FULL STOCKS MEAN FAT PROFITS!

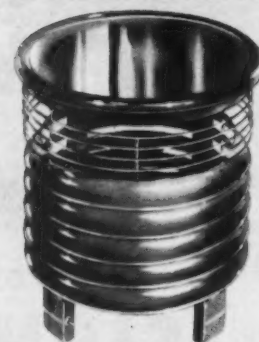


10LA4  
10-inch Livelyaire®  
1-Speed . . . Oscillating

**FLASH! now all**



12LA3  
12-inch Livelyaire  
with Powersphere®  
Metal Blades  
2-Speed . . .  
Oscillating



16DA2  
16-inch Debonaire  
2-Speed . . . Hassock-  
type



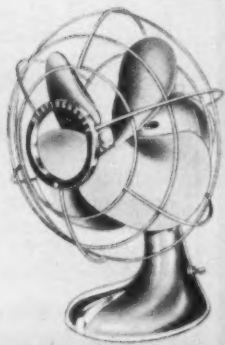
16WA2  
20WA2  
16-inch and  
20-inch  
Whirlaires®  
2-Speed, long-  
range circulators



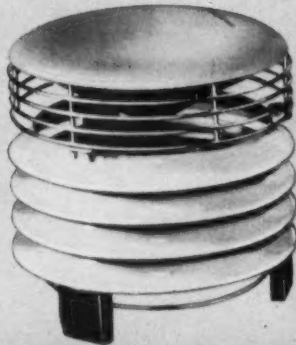
# UP A STORM!

## the new 1953 Westinghouse Fans

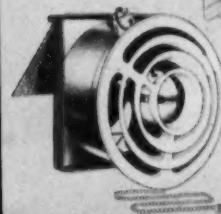
**10PA2**  
10-inch Poweraire®  
2-Speed . . . Oscillating



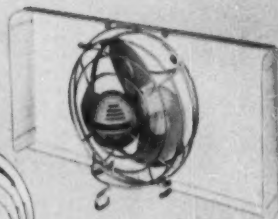
**10DA2**  
10-inch Debonaire  
1-Speed . . .  
Hassock-type



**10PWV2**  
10-inch Poweraire  
Snap-In . . . Snap-Out  
Window Ventilator



**10PHV**  
10-inch Poweraire  
Built-in Home Ventilator

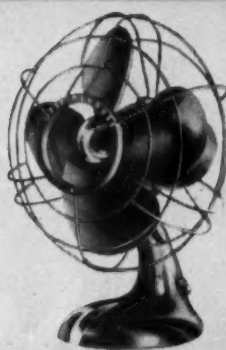


these fans have the **NEW HEMCOLITE S-R WHISPER QUIET BLADES!**

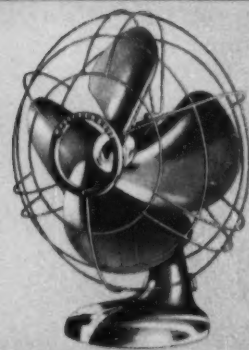
**16SD3**  
16-inch Standard  
3-Speed . . . Oscillating



**12PA2**  
12-inch Poweraire  
3-Speed . . .  
Oscillating



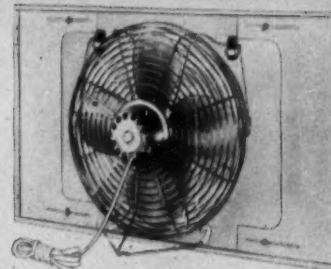
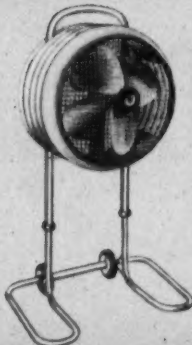
**16PA2**  
16-inch Poweraire  
3-Speed . . .  
Oscillating



**16RWF**  
16-inch Riviera®  
2-Speed . . .  
4-Way, Reversible,  
Window Fan



**16MA3**  
16-inch Mobilair®  
2-Speed . . . Double-Duty  
Exhaust Fan



**16WF2**  
16-inch De luxe Window Fan  
2-Speed . . . Snap-In, Snap-Out Window Fan

**16WAP2**  
**20WAP2**  
16-inch and 20-inch Whirlaires  
2-Speed, long-range circulators



YOU CAN BE SURE...IF IT'S  
**Westinghouse**

## Would You Run?

CONTINUED FROM PAGE 87

33 percent saturation. Burtner finds that it is now necessary to promote more often to get business. Usually, he can run a big ad and build up sales for two or three days, but the mistake that people so often make is to over promote, Burtner believes. "We found that if you run a big promotion, you should give the salesmen a chance to get the prospect list cleaned up," he explains. "We make a listing of the people who come in. If we don't close a sale then we call at their homes—or use the phone. But we don't run another big ad until we have pulled all the sales we can. Oh, you can run ads—sure, lots of them—such as the institutional type, your organization, personnel of the sales department, of the service department or the office crew, but keep your promotional ads for the time you can take full advantage of them."

### Good Ads Repeated

"When you've come up with an ad that really pulls good, repeat it," Burtner believes. "The salesmen think this is a good idea, because they know when it does the trick for their sales. When people keep coming in and asking for a certain model, they know that it means the people are cinch customers," Burtner illustrates. "Thus an ad that will bring good traffic is often repeated the next week. But it might be delayed longer if we've still got installations or call backs to make from the last ad."

One of the best ads for the fringe market, Burtner has found, is the full truckload deal. This has been used many times by Muncie Television and each time it has brought a good response. The secret to advertising, Burtner thinks, is to have enough ads for your line—Sparton, Crosley, and Raytheon—then make what you have to spend count.

"I spend about \$5,000 each year of my own money," Burtner explains. "But with the success I get with the ads—you'd think that it was six times that much. The real secret is having salesmen working without dissention."

Burtner thinks that the commission book also helps to make the salesmen effective. It can't work until the salesman has built up a backlog of sales. People who drive out to Muncie Television, just outside the city limits, are really interested in buying television, or they wouldn't have gone out. But Burtner wants those people to become paid-up customers. The salesmen must go out of their way to insure money for the store owner as well as themselves. With this system, Muncie Television gets three-fourths of all sales paid up within a few days. Thus, salesmen don't have to wait long before they will receive their joint commission.

Whether it is 126 sets or 10 sets that Burtner's salesmen sell in a week, they've found that working as a team pays more in the long run. And as Ken Burtner declares, it helps push the gross sales figure (now about \$500,000) higher and higher. End

did you know . . .  
that Rauland made the first successful sale in 1943.  
everybody knows . . . that engineering leadership  
means sales leadership . . . and that means Rauland.

THE RAULAND CORPORATION, 4245 N. MICHIGAN AVENUE, CHICAGO 41, ILLINOIS • MIDWAY 5-5000

RAULAND

did you know . . .  
that Rauland made the first successful sale in 1943.  
everybody knows . . . that engineering leadership  
means sales leadership . . . and that means Rauland.

THE RAULAND CORPORATION, 4245 N. MICHIGAN AVENUE, CHICAGO 41, ILLINOIS • MIDWAY 5-5000

DID YOU KNOW . . .  
that Rauland was the first company to manufacture  
summit type in a production base?  
everybody knows . . . that engineering leadership  
means sales leadership . . . and that means Rauland.

THE RAULAND CORPORATION, 4245 N. MICHIGAN AVENUE, CHICAGO 41, ILLINOIS • MIDWAY 5-5000

94-5523



Turn garbage and trash into cash with

# New 1953 Duo-Therm Gas Incinerators!

Duo-Therm know-how sparks the market boom for the necessary appliance that eliminates ALL garbage, ALL burnable trash

Here's a brand new, money-making Duo-Therm line for you—DUO-THERM GAS INCINERATORS!

They burn wet or dry garbage, refuse, big bones, tough rinds, old clothing—anything burnable. They save messy work, outdoor trips. Discourage rats, flies, animal pests and scavengers. End "backyard" blight. None of the fire hazards of the old trash burner.

Every gas customer in your community—domestic or commercial—is a prospect for this modern, sanitary, fully automatic gas way to get rid of garbage and trash.

Sell this great new Duo-Therm line and clean up in your town. Make a pile of money out of trash heaps!

- 5 models for town and country. Controls for any type gas. 4-bushel models for schools, restaurants, institutions.
- Big-ticket appliances with traditionally high Duo-Therm profit margins.
- Tremendous untapped market. No saturation. Every sale a clean deal with no trade-in.
- Easily installed in basement, garage, kitchen, utility room. Fully vented—just connect to chimney and gas supply. Trouble-free in performance.
- Well-known "brand" name, backed by Duo-Therm's generous co-op newspaper advertising and sales promotion support.

Approved by The American Gas Association



For full details—and a red-hot local sales program that makes every customer your salesman—get in touch with your Duo-Therm distributor today. Or write us direct.

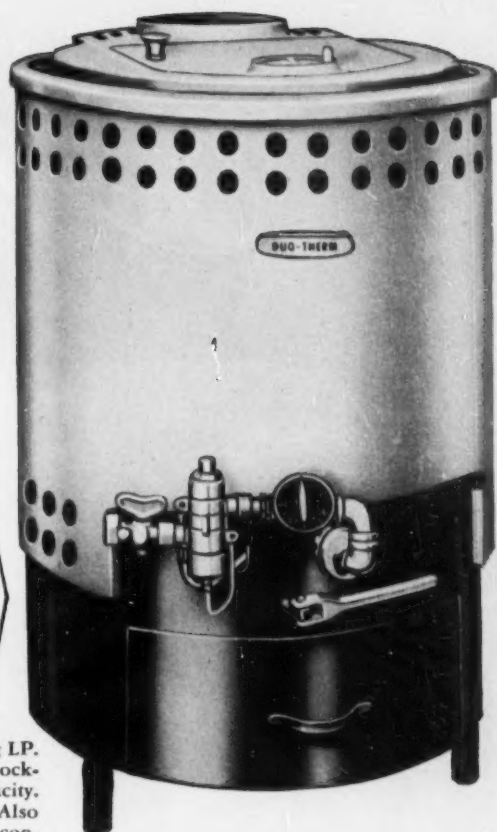
More than 2 million warmly satisfied customers...

Duo-Therm is a registered trade mark of the Motor Wheel Corporation • Copyright, 1968

ELECTRICAL MERCHANDISING—FEBRUARY, 1953

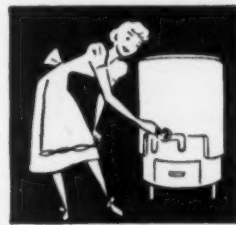
**FULLY  
AUTOMATIC!**

For any gas, including LP. Model 2200-T with Clock-Timer. 2-bushel capacity. 12,000 BTU input. Also available with manual controls for price-leader promotions. Retail prices start at \$99.95.



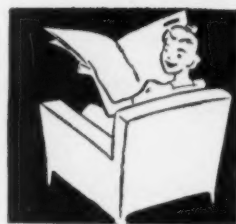
## LOAD IT

Germ-breeding garbage and trash never have to accumulate. Open the top door and throw it in—by the bushel!



## DIAL IT

No lighting. Set clock-timer for minutes required by load. Burner lights automatically. "Torch-type" flame goes to work instantly, reducing refuse to ash without smoldering fumes or smoke.



## FORGET IT

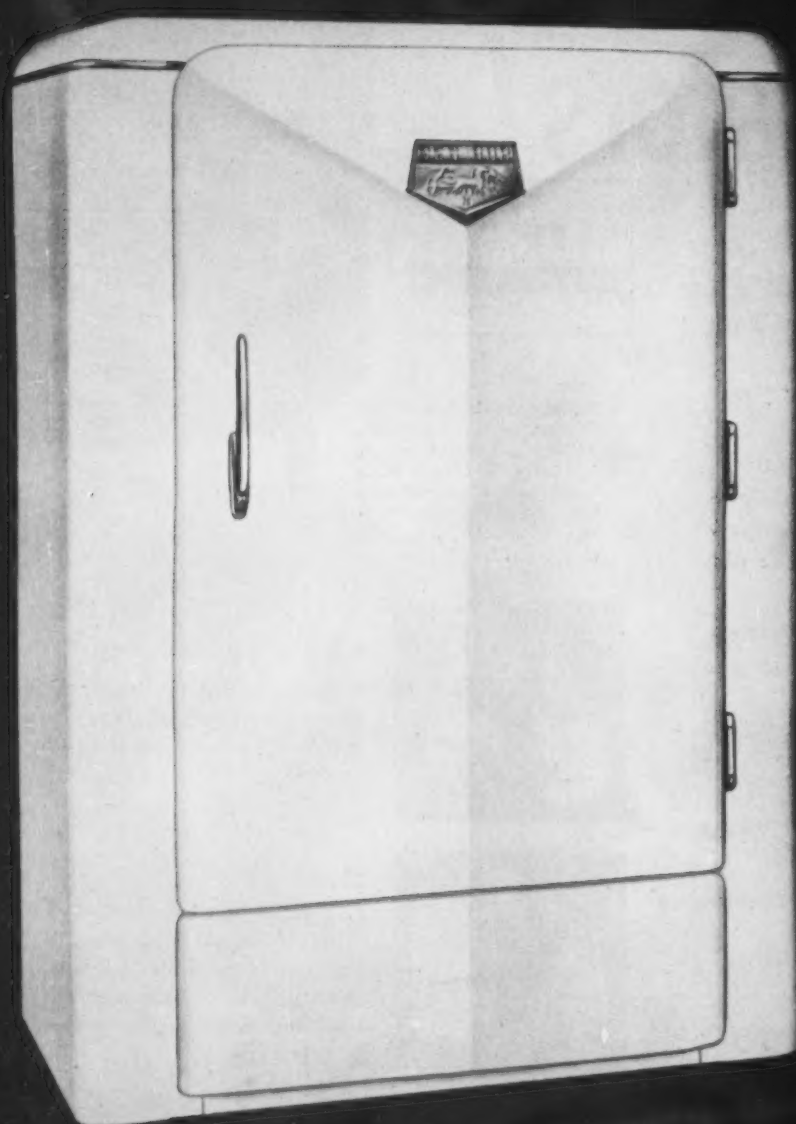
No waiting to tend fire or shut off gas. At end of burning time, clock-timer shuts off gas to burner automatically. (Manual control optional.)

# DUO-THERM

*Always the Leader*

Division of Motor Wheel Corporation • Lansing 3, Michigan

# America's Finest



## NEW BEN-HUR "20" UPRIGHT FREEZER

This new streamlined beauty with its gay Ben-Hur Blue color trim offers full 20 cubic foot capacity — in surprisingly little floor space! New features include: Open shelves for easy food storage and handling, clever "Juice Bank" shelves in the door for small packages, handy utility-shelf, built-in door lock, full hermetic sealing — and many others. It's "America's Finest" Upright Freezer in design and performance. Ben-Hur Mfg. Co., Milwaukee 12, Wisconsin.



Also —  
Four New BEN-HUR  
Chest-Type Freezers.

## BEN-HUR FREEZERS

MILWAUKEE



© B.H.M.C.





**60 MILLION FAMILIES in '53**  
will read **BEN-HUR** Ads like this....

**In these  
leading  
magazines:**



**FEATURING**

*America's Finest* **FREEZERS**

**THE NEW 1953 BEN-HUR LINE:**



Brand New BEN-HUR  
Upright "20"



FOUR New BEN-HUR Chest-Type Models — in 9, 13.2, 16.8, 20 cubic foot

**88% OF ALL FREEZERS SOLD ARE IN THESE FIVE BEN-HUR SIZES!**



**And Backed by Today's Most Complete  
DEALER MERCHANDISING AID Program**

For Ben-Hur Dealers, this adds up to the greatest Freezer Sales Opportunity of the year... combining a great Five-Model Line of "America's Finest" freezers — increased National Advertising — more effective local-level Merchandising — into a carefully planned program aimed at record sales in freezers.

Check ALL the advantages of a Ben-Hur Dealer Franchise  
with your distributors, or write for details.

**BEN-HUR FREEZERS**

**BEN-HUR MFG. CO.**

DEPT. EM, 634 E. KEEFE AVE.  
MILWAUKEE 12, WISCONSIN

© B-H-M-C



# Enterprise Ranges

AGAIN THE YEAR'S BEST BUY  
AS IN YEARS GONE BY



*You just can't beat  
Selling Features like these!*

- ✓ Fully automatic oven control on CP models. Clock control turns oven on and off at exact time required.
- ✓ Waist high broiler permits more efficient baking and broiling at same time. Entire broiler assembly easily removed for cleaning in sink.
- ✓ Oversize tank type oven uses largest roaster. High efficiency oven burner for better baking and lower fuel bills. Oven bottom easily removed for cleaning.
- ✓ Top burners are cast iron with aluminum alloy heads. Two giant and two standard size. All guaranteed for life of range.
- ✓ Heavy steel chassis, including base, welded together into one strong unit and finished in lifetime porcelain — will not rust.



A wide selection of sizes and styles. Thirty different gas models . . . fourteen different electric styles from which to choose.

See your P & B Distributor now . . . or write

**PHILLIPS & BUTTORFF MANUFACTURING COMPANY**  
NASHVILLE, TENNESSEE



Model 162344-CP  
Automatic with Time Reminder



Model 5130



Model 5120

## Office Lights Show Air Conditioner Prospects

**A San Antonio distributor  
has learned how to seek out  
the easiest sales and train  
salesmen**

**L**IGHTS in factory and office windows offer the easiest way to spot prospects for air conditioners, Joe Thiele, San Antonio distributor, thinks. For these night workers must go home to sleep in the unbearable heat of the day in the South.

Follow them up like refrigerator salesmen did the ice cards of a generation ago, and you will meet eager listeners. Thiele tells his dealers.

Fully 80 percent of the owners of refrigerators will welcome room coolers into their homes in the near future, he says. Fully 50 percent of all air conditioners in the near future will be sold to those who already have them. Joe Thiele has five in his home and keeps them all running.

While sales are started in the bedroom, anyone who owns a television receiver is a prospect for a room cooler, he says. San Antonio has from 100,000 to 105,000 television sets in its homes and in the summer heat you can't stay inside to watch them without a room cooler in operation.

Thiele started in business in 1924, selling a 5-cu.-ft. Frigidaire for \$495. When the refrigeration business got to be a \$100 million business, it was over the hump, he learned. Air conditioning is now a \$100 million business, and the public is ready to accept it.

Each Thiele salesman, who covers one of the largest distributor territories in the United States, has a projector in his car. On every dealer he calls on, he whips it out and puts on an impromptu sales training course with the dealer's salesman.

Back at headquarters, the Thiele organization has come to the conclusion that you can't train salesmen by spurts. The effort has got to be continuous.

A successful method has evolved out of the company's kitchen. Dealers' salesmen will come in for a free lunch, and sit down to it at 12:30. School starts at 1 PM, mostly dealing with product information, and runs to 2:30. This is a dull time of day for the average dealer. Dealers' salesmen are never invited in two days in a row. Tuesday, Wednesday and Friday are the best days. Monday is a poor day, because the boys are not in gear yet. Around eight men are invited to each session. Again the story is duly wrapped around projected films, which Thiele feels are the coming thing in sales training.





has the

# BIG SQUEEZE

got you flat?

Between rising selling costs and lower profit margins, the big squeeze is really on. Some days, a retailer can't seem to make a nickel.

One way to lighten the pressure is to feature brands backed by the Guaranty Seal. It takes less manpower to move these products because the big selling job has already been done on the pages of GOOD HOUSEKEEPING. In addition, guaranteed\* performance helps cut down costly returns and servicing.

If the big squeeze has you hard pressed, don't despair. Concentrate on products with the Guaranty Seal.



*Women know... the product that has it, earns it!*

# GOOD HOUSEKEEPING

**35¢** per copy

THE HOMEMAKERS' BUREAU OF STANDARDS  
57th Street at 8th Avenue, New York 19, N. Y.

10,650,000  
~~9,971,000~~  
readership

**MOST POWERFUL MIXER** G.E. has ever made!

# NEW GENERAL ELECTRIC

It's the last word in mixers—the up-to-the-minute answer to every mixing problem.

These selling points will be telling points with your customers! Look:

## New large motor...

gives greater power than ever! With 12 tested mixing speeds at her fingertips, the housewife has the *right* power for each job... knows she can get *uniform results* each time she makes the same recipe.

## New Beater-release...

is a marvel of convenience... and so easy for you to demonstrate! Show your customers how the 3 beaters slide out smoothly into the hand without tugging, simply by reversing the Speed Selector knob.

## New streamlined looks...

will stop shoppers in their tracks! These clean, modern lines tell of worksaving efficiency. Handsome all-white baked enamel finish is easy to keep sparkling clean... and it's practically indestructible.

### Plus these famous G-E features:

*Built-in light* to spotlight the mixture by shining down into bowl. *Speed Selector* in full view, right under the user's hand. *Three beaters* (minus center shafts—which makes them easy to clean) to assure thorough mixing by beating from center to sides of bowl.

... and backing YOU—the biggest G-E MIXER campaign ever!

**Double-page spread** announcement send-off in the April 18, *Saturday Evening Post*!

**Frequent big-space** insertions in top national magazines—with every ad in full color!

**Plus** these powerful, 4-color *sales aids*—counter display card,

window streamer, direct mailing piece—all at no cost to you!

Get in touch with your General Electric distributor *now*! Don't delay—these new Triple-Whip Mixers will really be *moving*! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

*You can put your confidence in—*

GENERAL  ELECTRIC



**MOST POWERFUL PROMOTION** in G-E Mixer history!

# TRIPLE-WHIP MIXER

MODEL M12

**\$42<sup>95</sup>\***

**COMPLETE WITH JUICER and  
two mixing bowls.**

\*Manufacturer's recommended  
retail or Fair Trade price.



## As Advertised In National Magazines

In addition to having many exclusive features, this new Speed Queen Automatic Dryer is equipped with a sensitive heat regulator to prevent the safe drying of sensitive fabrics. Being made of heavy duty steel, it is built to last. The new automatic iron dryer is just what you need. Write to the factory for the literature.

**SPEED QUEEN**

*The Real Queen of Home Laundry Equipment*

**Add SPEED QUEEN  
and you add profits**

## They're Million Dollar Service Men

CONTINUED FROM PAGE 100

sidering the purchase, the salesman can check quickly with the man at the service bench on the value of the set for trade-in purposes. He can also get an estimate for the customer on what the repair charge will be, and all these figures, accurate and immediately available, help to close sales.

### No Margin For Price Cuts

Inflated trade-in offers aren't made just to write sales. "We sell everything at list prices," Bob says, "no price-cutting or discounts. Yet we take trades realistically. We probably offer the lowest trade-in prices in Wilmington. The margin just isn't there for the dealer with a complete operation to cut price, whether by discounts, high trade-ins, or excessive give-aways.

Service must be good, Justis Brothers point out, if it is to prove effective as a business builder. Speed is as important as good work. In both these respects, their store ranks with the best.

Good work is assured by well-trained men who do their jobs conscientiously. The Justis's are proud of the firm's job of training service men.

"The best men are in the shop, of course," Bob says, "but our outside men are darn good, too." Phillips supervises the training. The new man first goes out with installation crews, then out with a service man on calls. Beyond the fundamentals, practical training is stressed over theory. As the man develops sufficient skill, he starts going out on his own.

Speedy service depends on organizational efficiency. One woman takes 'phoned-in calls and writes the name, address and complaint on a duplicate service report. These go to Phillips, the service manager. He gives each of his men several when they go out in the morning, then keeps in touch with them by 'phone all day, adding calls to their routes. Calls received before noon are handled the same day, usually. A call on a "dead" set has priority over one on a defective picture.

### A Fleet For Service

Justis Bros. has 12 service trucks—three for installations, seven for television service and delivery, and two for repair and delivery of appliances. Fuel,

maintenance, insurance and depreciation bite deeply into service revenue. "Drive-In" service eliminates this expense for part of the volume.

Adequate parts are another factor in speedy service. Rather than carry an oversize stock, Justis's keep a close check on it and reorders constantly.

Service prices are geared to operating the department on a break-even level. The set can be repaired in the home on more than 80 percent of all calls, at a charge of \$5, plus parts. If the man can't find the trouble within a half hour, he brings it into the store for shop repairs at \$4 per hour.

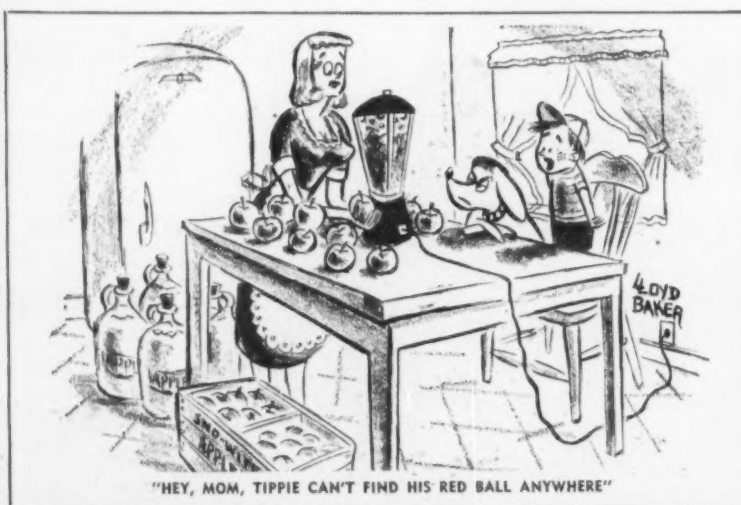
Those prices keep the department in the black, and provide enough pay to hold on to top personnel. In addition, service men get 3 percent commission on all sales they have a hand in. Service men turn over all leads to Phillips, who puts them in the prospect book. The leads are given in rotation to the salesmen, who get their full commission on sales they close.

The Justis Bros. firm enjoys an excellent reputation in Wilmington, and there is rarely any question of the service department's honesty. Nevertheless, all service men do their best to explain completely the work they have done and the reason for the charges. If parts are replaced in the shop, the old, defective parts are taped to the set when it is returned to the customer.

"Somebody around here suggested doing that and customers seem to like it," Bob says. "It's that way with lots of things we do. Somebody gets an idea, we all hash it out, and if it's any good we'll use it.

"Of course, we get most of our ideas from other dealers, either directly or through magazines. We study trade magazines carefully. And we visit other dealers to study their operations. After spending three days with Harry Price down in Norfolk a couple of years ago, I came back here and made quite a few changes. Mort Farr, in Philadelphia, has been helpful, too.

"At the same time," Bob invites, "anyone who is interested in learning from our business is more than welcome. We're at the corner of Market and Mary Streets in Newport, right outside of Wilmington. You can't miss us." End





# FASCO PACKS BIGGER PROFITS INTO Summer Selling



**THERE'S NO TRICK** to making fan sales your big volume business this summer. Just cash in on Fasco's built-in buy appeal. Every model offers more features and greater value, regardless of price. Precision engineering, rugged construction and outstanding performance of all Fasco fans guarantee your customers *more* for the money. They sell for less—that means volume! Yet, margins are higher for even greater profits. Clinch more sales—satisfy more customers. Stock Fasco right now . . . there's no finer name in fans.

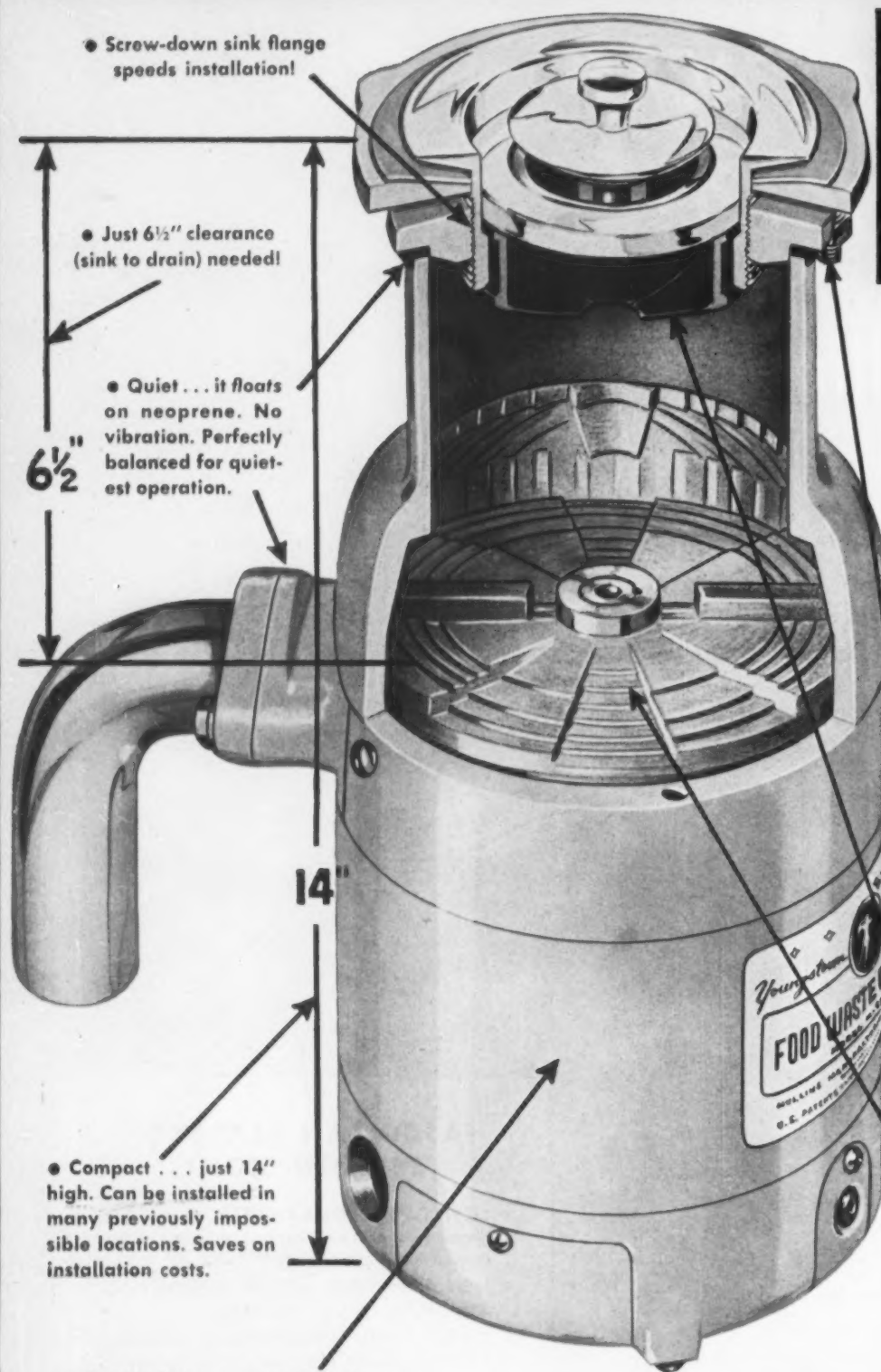


1423 AUGUSTA STREET  
ROCHESTER 2, NEW YORK

## FASCO FAN FEATURES SELL ON SIGHT

- **NEW 5-YEAR GUARANTEE.** Unconditional guarantee against electrical and mechanical defects on all deluxe models.
- **NEW IMPROVED MOTOR EFFICIENCIES.** Absolutely no radio, TV interference.
- **OSCILLATING MECHANISMS TOTALLY ENCLOSED.** All gears and works permanently protected.
- **NEW MODERN STYLING** in cool blue-grey finish. Improved guard and distinctive plastic nameplate.
- **ALL ALUMINUM BLADES.** Design and pitch balanced to motor out-put for maximum air delivery, quieter operation.
- **3-SPEED CONTROLS.** All deluxe models feature complete control of air delivery.
- **COMPLETE RANGE OF MODELS.** 10 and 12-inch standard oscillators, 12 and 16-inch deluxe oscillators, 16-inch pedestal oscillator, and 12-inch floor fan.

Get all the facts on the complete Fasco line. Write today.



● Screw-down sink flange speeds installation!

● Just 6½" clearance (sink to drain) needed!

● Quiet... it floats on neoprene. No vibration. Perfectly balanced for quietest operation.

6½"

14"

● Compact... just 14" high. Can be installed in many previously impossible locations. Saves on installation costs.

● Service-free... uses the time-proven, trouble-free operating principle demonstrated service-free in hundreds of thousands of installations.

● Fits all Youngstown Kitchens Cabinet Sinks, most other modern sinks.

# NEW!

SUGGESTED RETAIL PRICE

ONLY

**\$99<sup>95</sup>\***  
(with a good profit)

\*Slightly higher in the West

**Check These Great, New Features!**

● Simplified mounting... saves installation time—just 3 mounting bolts.

● Removable neoprene baffle... prevents backsplash.

● Self-clearing... every time it's stopped, Disposer reverses itself automatically—clearing most conditions that would jam other disposers.

## PLUS 3 ways best

● **Continuous feed.** No load limits, no stop-and-go feeding.

● **Double-action shredding.** Two sets of super-hard steel shredding edges, plus self-reversing action, virtually double blade life.

● **Self-cleaning action.** Powerful impellers draw all waste down the drain.





# *Youngstown Kitchens* **NEW Food Waste Disposer!**

**Easier to Sell**

**Easier to Install**

**Saves Labor Costs**

**Service-free**

Youngstown Kitchens NEW Food Waste Disposer offers you more selling features than any other disposer ever had! Already famous as 3 ways best, it's now even better:

**Vibrationless operation!** New, compact model floats on special neoprene gaskets.

**Faster, lower-cost installation!** New, special design allows fast, direct connections. Takes less room, leaves more storage space.

Service-free operation is exactly as has been demonstrated in hundreds of thousands of Disposers already installed. New, compact design allows more direct connection and leaves big extra space for storage.

Contact your Youngstown Kitchens distributor now . . . start cashing in on these new sales-appealing features.

**MULLINS MANUFACTURING CORPORATION**  
WARREN, OHIO

**Youngstown Kitchens are sold throughout the World**

**Start fast with tie-in sales!**

**Jet-Tower® Dishwasher Promotion—" \$100 for your old sink!"**

Be sure to urge a Disposer purchase with every sale of a Jet-Tower Dishwasher under the big Promotion, February 14 through May 3.

Sell prospects this nationally advertised offer: \$100 for your old sink when you buy Youngstown

Kitchens Jet-Tower Dishwasher. Also . . .

Sell the *new* Youngstown Kitchens Food Waste Disposer at the same time. Demonstrate it, sell its features and advantages.

It's a natural for extra sales!



*Youngstown Kitchens*

# LECTRO-EJER *Grass Trimmer*



**15,000,000  
BUYERS ARE WAITING**



**NATIONAL ADVERTISING pre-sells your customers**

What's the *really tough* lawn care job? Not mowing — but keeping shaggy edges neatly trimmed!

LECTRO-EJER trims everywhere the mower can't reach—around flower beds, trees, walls, fences and walks. LECTRO-EJER is fast'n'-easy to operate, and only weighs 2 pounds 14 ounces. It is top quality from the safety guard right down to the oiled-for-life ball bearings.

To bring eager LECTRO-EJER buyers into your store, three tested and proved magazines will carry a powerful sales message through the summer months. Ask for your copy of the *complete* advertising and merchandising program . . . and **BE SURE** to have LECTRO-EJER on display and plenty more in stock. **PLACE YOUR ORDER TODAY!**



**BROWN MANUFACTURING CO.**

1940 LINWOOD  
OKLAHOMA CITY, OKLAHOMA

## How a Star Air Conditioning Salesman Works

CONTINUED FROM PAGE 97

example,—finding the lead," he says. "I go about it one way on commercial jobs, another in locating prospects for room coolers in older residences, a third way in selling air conditioning for new construction. Early in the air conditioning season, just before the really hot weather hits, I send out last year's manufacturers' direct mail to all possible commercial prospects to be found in the yellow classified section of the telephone book. All kinds of small businesses are ripe for packaged air conditioning, from barber shops, newsstands, counter restaurants, drug stores, etc., through professional and business offices. Doctors, dentists, lawyers and the like who have offices in un-air conditioned buildings, are particularly good prospects. The leads poured in all summer.

"Studying Dodge Reports and the Daily Journal of Commerce (a local construction news daily) gives me tips on new home starts. On these I try to sell both the contractor doing the job and the owner for whom he is doing it.

"Leads for package sales in old residences come a different way. This is the biggest prospect group of all for room conditioners. I cultivate old customers for leads on new sales—not only for the names of their friends and acquaintances who might be interested, but for additional sales for their own homes."

### Service Opens Doors

Post-sale service is the tool Getz uses to pry these old residence leads from existing customers. Service is a money-maker for The Banks Company, but it's proven to be more than that.

"This is such a new field that everyone is a prospect," believes Getz, "even the fellow who already owns a unit. Once he's enjoyed the comfort he can give to one room, or perhaps two, the thought will always be in his mind that it sure would be pleasant to air condition more rooms of his house. Like other firms, we give a year's service. At the expiration of the twelve months, the service man calls to oil, adjust and change filters in the unit without being called. I try to go along with him. Following that call, we send direct mail and other reminders of the importance of good maintenance in getting maximum performance from an air conditioning unit. This keeps air conditioning alive in the customer's mind, and it continually ties us in with air conditioning so that we're thought of naturally when air conditioning is considered. The best leads in the world come from this type of post-sale follow-up."

### Sales Appeals Vary

Appeals, too, differ depending upon what type of prospect is being sold. In general, there are certain sales points to all package air conditioners.

Which of the points gets the strongest stress from Getz depends upon what type his particular prospect falls into.

With commercial prospects, Getz finds two appeals most effective: (1) The comfort of customers, leading to ability to attract more people and have them stay and shop for a longer time; and (2) added efficiency from employees and the elimination of mid-afternoon drag.

"In other words, Herman says, 'you're selling the commercial prospect profits—either through added sales, or added operating efficiency. You're selling the basic theme that here is not something which costs, but rather something which will pay for itself.'"

### Comfort Sells Homes

Home owners think in different terms. When he's talking to a prospect interested in a package unit for his home, Getz stresses the personal comfort angle. "And housewives are interested in the longer life they can get from expensive drapes, the freedom from dust and dirt blown in by the wind," he says. "In all selling, I try to point out every advantage. But those two are the ones which clinch the sale when I'm talking to a home owner."

In the case of new homes under construction, Getz finds an effective sales point to be the advantage of building tomorrow's house rather than yesterday's, and the fact that a house with air conditioning is bound to be vastly more valuable ten or fifteen years hence than a house without it. "You're protecting the value of your home investment," he stresses, "at the same time you're insuring a better life for yourself in it."

The most-frequently heard objection revolves around price. Willie is helpful in getting the difficult prospects swung over. "Then, too, I've found this fact effective," says Mr. Getz, "that up in the North people pay a lot of money to keep their houses warm in the winter. We don't have to spend as much down South, but we have the hot summers they don't get. So it is simple logic that the cost of cooling against our muggy heat is no more out of line than the cost of heating against bitter northern winters. Sometimes, I'll ask a man—pointing out that he's spending for winter heat without any thought on the matter—'Are you only interested in making your house comfortable for half the year?'"

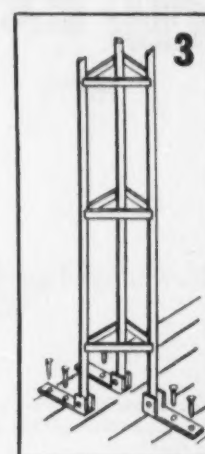
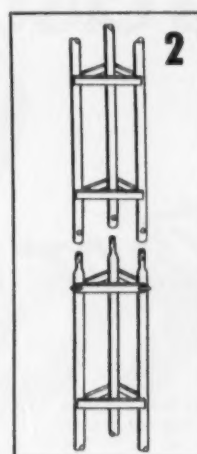
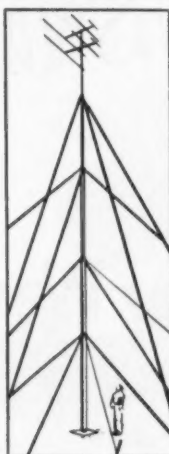
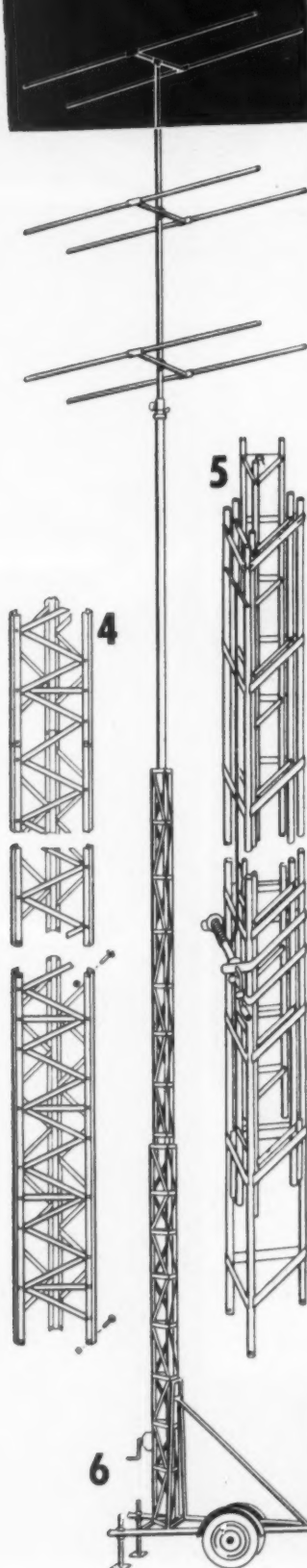
The market for air conditioning today isn't restricted to the well-to-do, Herman Getz finds. "I'd miss half my market if I went only after high-income homes," he says. "The market has hardly been scratched yet—and a hefty portion of it is in middle and even in the below-middle income homes." End



# TV MASTS and TOWERS

What do you want to buy? What do you want to pay?

YOUR **Admiral** DISTRIBUTOR  
has it!



## 1. TELESCOPING MASTS up to 50 ft. high

These masts are available in 2, 3, 4 or 5 sections, each 10-foot section telescoped within the next section. Up to fifty feet in height just by extending sections and tightening bolts. Lowering mast one section at a time provides easy access to antenna or line for servicing. Mast may be completely rotated by hand from the base section. Finest quality throughout... cold rolled seamless steel tubing, bright zinc plated for weather resistance. Furnished complete with all necessary accessories.

Suggested retail price, 20 foot mast, No. M-1..... \$12.50  
Suggested retail price, 30 foot mast, No. M-4..... 22.10  
Suggested retail price, 40 foot mast, No. M-6..... 34.75  
Suggested retail price, 50 foot mast, No. M-30..... 52.75

## 2. SECTIONAL STEEL TOWERS up to 100 ft. high

Furnished in 10-foot sections which are easily fastened together for any desired height up to 100 feet. Quality built of heavy duty tubular steel, electrically welded throughout. Can be mounted on any peaked, pitched or flat surface with accessory angle base plate.

Suggested retail price, standard 10 ft. section, No. M-13, \$15.29

## 3. SINGLE SECTION STEEL TOWERS 10 ft. or 20 ft. high

For low cost guyed or unguyed installations. Tubular steel, electrically welded throughout. Complete with self-aligning mounting brackets.

Suggested retail price, 10 ft. tower, No. M-15..... \$18.75  
Suggested retail price, 20 ft. tower, No. M-16..... 30.77

## 4. SECTIONAL ALUMINUM TOWERS up to 120 ft. high

Furnished in knocked down or preassembled 6-foot sections. This tower may be easily erected

in one piece to 42 feet in height. Six-foot sections may be added to maximum height of 120 feet. Made of spring-tempered aircraft aluminum alloys. Combines highest strength with amazingly light weight of only one lb. per foot for safe, easy installation, low shipping cost. Unexcelled corrosion resistance. Available accessories include mast kit, rotator adaptor kit, hinged aluminum base plate and rotating universal base for manual rotation of tower.

Suggested retail price, 6 ft. section, No. M-21..... \$12.81

## 5. CRANK-UP STEEL TOWERS 28-38-55 ft. lengths

Made in two or three telescoping sections, raised and lowered with hand crank. Ideal for experimental work and deluxe installations, especially in hurricane areas. Also suitable for mounting on panel trucks. Heavy duty tubular steel, electrically welded throughout. Angle base plate included for mounting on any peaked, pitched or flat surface.

Suggested retail price, 28 ft. tower, No. M-9..... \$ 75.96  
Suggested retail price, 38 ft. tower, No. M-10..... 95.19  
Suggested retail price, 55 ft. tower, No. M-11..... 163.46

## 6. TRAILER-MOUNTED TOWER for fringe area demonstration

Designed for fast, easy, one-man operation. Maximum extended height 75½ ft. Minimum length 21 ft. Overall trailer length 16 ft. 6 in. Worm type winches for raising and extending mast provide important safety factor... prevent mast from collapsing if winch handle is accidentally released. Full 360 degree antenna rotation. Includes standard trailer coupler and ball. See your Admiral Distributor now about special offer for limited time only.

Call your **Admiral** Distributor for  
**ADMIRAL TV ANTENNAS • TUBULAR STEEL TV TABLES**  
**MOUNTING HARDWARE and ACCESSORIES**

Admiral Corporation, Accessories and Equipment Division, Chicago 47, Ill.

No wonder smart women say



THINK ABOUT **VALUE**...AND YOU THINK ABOUT *Thor*



New Big

**Extra Value!**  
**No Extra Cost!**



*Thor*  
Water and  
Soap Saver

Now offered on

*Thor*

Spinner Washers

You know that Thor has *always* been famous for value. Now - Thor goes one big-value step farther!

Today, the gleaming new Thor Spinner Washer offers you still more for your money! Thanks to Thor's built-in DUO Direction Pump, you can now save and re-use your hot soapy water... this wonderful new feature is yours, built into every Thor Spinner, at not one cent extra cost.

See a demonstration at your nearest Thor dealer's soon! Look for his name in your local classified telephone directory.

**Hydro-Swirl washing action**

Gets clothes cleaner - so gently!

**Top Loading**

Saves your back!

**One simple control**

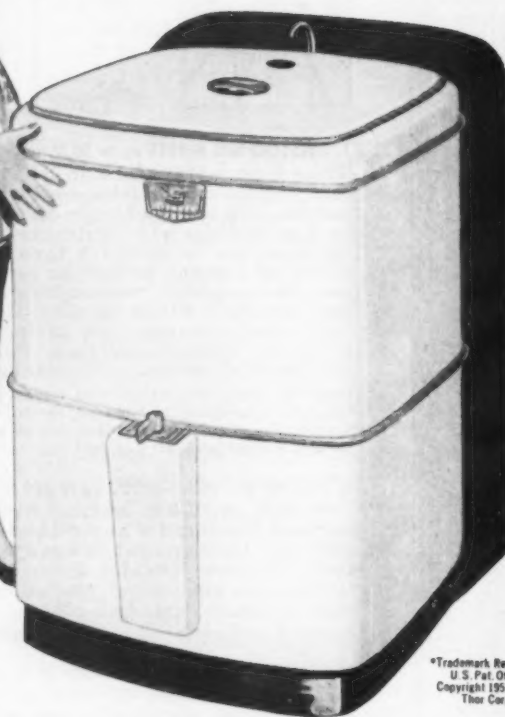
Regulates complete laundering cycle!

**Washes, rinses, spins dry in a single tub**

Your hands never touch hot, soapy water!

**5-YEAR GUARANTEE AVAILABLE**

Covers both parts and labor on sealed mechanism!



\*Trademark Reg.  
U. S. Pat. Off.  
Copyright 1953,  
Thor Corp.



**THOR CORPORATION • CHICAGO 50, ILLINOIS**



Automatic



Spinner



Wringer Washers



Dryers



Gladiron



Freezers



# Big News

FROM

# Thor

REG. U. S. PAT. OFF.

## hits America!

**These days,** it takes proof of value to spur consumers into positive buying action! Now—Thor does it again—tops a long list of “Firsts” in the industry—offering the money-saving built-in Thor Water and Soap Saver at no extra cost to buyers of either the Thor Automatic or the Thor Spinner Washer!

**We’re telling** the world about this

great new Thor Extra-Value feature in full-page national ads like the one you see reproduced here! It’s exciting news for every prospective washer buyer in your town—more proof that the Thor Franchise is the one that keeps Thor Dealers a step ahead when it comes to business-winning products and for product-pushing promotions!

### THOR FRANCHISE DEALERS ATTENTION:

Powerful promotional backing! See your Thor Distributor’s Salesman for complete tie-in package on this new Thor Water and Soap Saver Promotion!



Automatic, Spinner and Wringer Washers • Dryers • Gladiron

Freezers

**THOR CORPORATION, Chicago 50, Illinois**

breeze through  
summer in

# Profitable Style ...

**Air Berns King**

BOOTH NO. 496-498  
January Housewares Show



## FAN-MOBILE

The one fan with practically every wanted feature. For exhaust or intake—can be used for one room or entire average home or apartment. Completely and easily portable and adjustable. The handsomest mobile fan on the market. Finished in lustrous ivory. 16-inch model. List Price ..... **\$69.95**

"Live Salesmaker" —FREE!

Handsome, colorful, wood display that holds 2 or 3 window fans of different sizes—ready for instant demonstration. YOURS FREE with minimum stock of fans. Ask your jobber or write for details.



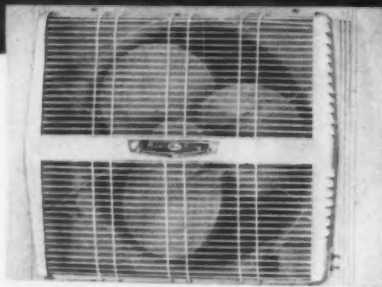
Ask your jobber or write for fully illustrated catalog to

**BERNS MFG. CORP.**

3050 NORTH ROCKWELL STREET CHICAGO 18, ILL.

## Electrically Reversible WINDOW VENTILATORS

NEW



### 2 SPEED MODELS

New Berns Air King models with all the power, style and efficiency you'd expect from the originators of reversible window ventilators. **Two speeds for both Exhaust and Intake.** Precision engineering for amazingly quiet operation yet cools an entire small home or apartment in minutes. Shallower design and lustrous ivory baked enamel finish achieve unequalled style-appeal. Completely adjustable. Full 1 year guarantee. In 16-inch and 20-inch models. Priced to list at **\$54.95 and \$59.95**

Also 10-inch and 12-inch Manually Reversible Window Ventilators handsomely styled as illustrated above. 2-Speed in 12-inch model only, 10-inch—**\$29.95** 12-inch single speed—**\$33.95** 12-inch, 2 speed—**\$37.95**

NEW

## DRI-AIRE ELECTRIC DEHUMIDIFIER

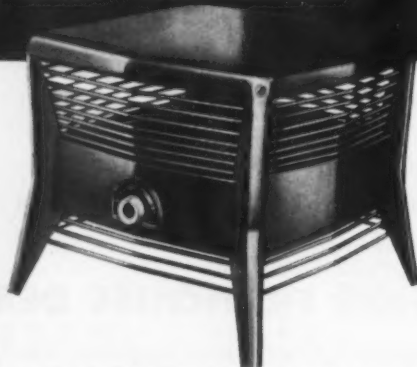


Beautifully designed into smart, compact unit measuring only 13"x18"x20" high. Finished in rich Mahogany with chrome grill front. Dehumidifies up to 10,000 cu. ft.; removes 2 to 3 gals. every 24 hours. Removable 2 gal. drawer-type container. Equipped with non-marking rubber covered casters. Perfectly priced to meet the demand of this fast growing market..... list **\$139.95**

Available with Automatic Timer that starts Dehumidifier once each 24 hours and operates it for the selected number of hours. Optional and extra.

NEW

## ECONOMY FLOOR CIRCULATOR



America's biggest value now smartly styled to appeal to every prospect. Blades accurately pitched and balanced to operate efficiently in horizontal position. Rubber mounted legs. 3 speeds. Finished in rich Mahogany. 12-inch model list price ..... **\$29.95**

## Planning Sells Ironers

CONTINUED FROM PAGE 102

a shirt quickly, and how to operate the machine gracefully and without fumbling.

"We are now ready for the customer," says Baker. "The advertising has been aimed at him and our show windows are designed to stop him and get him in the store. The window will be unusual and timely. For example, in a recent window, we placed a mannequin dressed as an old Negro mammy using an old fashioned iron and ironing board, while across from her, the new ironer was contrasted. It stopped traffic and brought a more or less continuous stream of prospective buyers into the store where our salesmen were able to effectively demonstrate the utility of the machines."

### Demonstration Is Continuous

Step number four in the ironer selling program also involves Mrs. Parker. She is seated in a prominent space in the store before an ironer which she continually operates. This continuous demonstration stops customers readily. Mrs. Parker talks with them, answers their questions and finally tries to get them to operate the ironer themselves.

An old appliance salesman is a fellow who knows almost as much—but not quite—as a young appliance salesman thinks he knows.

If the prospect appears to be at all interested she will be offered a free home trial. During the period of this home trial, Mrs. Parker makes it a point to follow up with a call, or with several calls if she feels they are needed. Frequently, she will call on the prospect on wash day and as she sits and chats, she and the prospect will do all of the family's ironing between them. Mrs. Parker's aim, of course, is to prove conclusively that the ironer is not at all difficult to use, and that it will more than pay for itself in helping to lighten the toughest part of wash day.

In the meantime, back at the store, the continuous demonstrations are still going on, with one of the salesmen on the floor at all times—and all now well trained—taking Mrs. Parker's place. The store's salesmen, who work in strict rotation both on outside calls and on the floor, have a ready-made listing of ironer prospects in the store file of past customers who have bought washers and dryers. These are far and away the most logical and likely buyer for an ironer, and the salesmen are constantly working the prospect list between calls and interviews with new prospects.

The last step in Woodruff's ironer selling program is to try for the extra sale. The acquisition of an ironer naturally suggests a clothes dryer or a washing machine, if the prospect doesn't have them. Woodruff's 12

(Continued on page 156)



EXHAUST FANS



ATTIC FANS



PEDESTAL FANS



CEILING FANS



WINDOW VENTILATORS



SIDEWALL FANS



HORIZONTAL ATTIC FANS





# ROYAL

## a **BIG NAME** in cleaners

... because for nearly half a century the name ROYAL has stood for these basic essentials to profitable cleaner marketing!

OFFERING CLEANERS THAT REALLY CLEAN, better than anything else on the market, thereby fulfilling the prime purpose for which customers purchase cleaners.

PROVIDING EXCLUSIVE FEATURES that give sales people good talking points with which to swing sales. Royal's AdJUSToRITE is a good example.

SELLING ONLY THROUGH DISTRIBUTORS AND DEALERS of the "blue-chip" class, with profit margins which make a Royal Franchise a steady, "cash-register" business.

AND NOW A CONCENTRATED LINE, providing in a simple group of five items everything necessary to sell the quality customer ... the price customer ... the tank or the upright purchaser, PLUS a neat and profitable specialty in the Royal Hand Cleaner with motor-driven brush.

**YOURS CAN BE A BIG NAME IN CLEANERS, TOO, WITH ROYAL**

---

ROYAL VACUUM CLEANER CO., CLEVELAND 8, OHIO

---





● This is the complete Deepfreeze line for '53—and it's not only the finest in Deepfreeze history, but the finest in the industry! Model for model, dollar for dollar, they're the best values that modern engineering and up-to-the-minute production methods can produce.

Behind this great line is the most powerful advertising and promotion program Deepfreeze has ever staged.

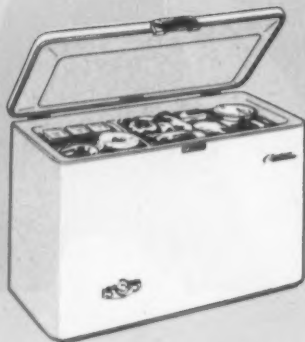
A bigger and better national magazine campaign! Gabriel Heatter coast-to-coast on radio—and the "Garry Moore Show" coast-to-coast on TV—both every Thursday! And dealer sales promotion helps unequalled in the industry!

Your profit key for '53 is a Deepfreeze dealership! Get in touch with your Deepfreeze Distributor today—or write, wire or phone us direct!

## NEW GENUINE DEEPFREEZE HOME FREEZERS



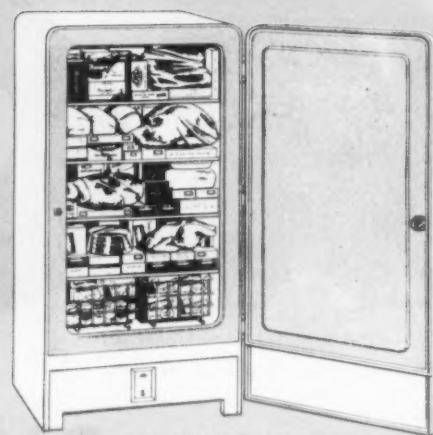
**STANDARD MODEL B-7**  
Capacity: 7.2 cu. ft., 252 lbs.



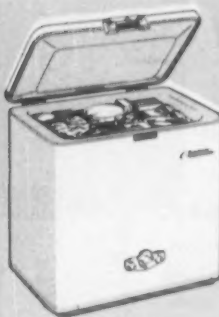
**DELUXE MODEL C-135**  
Capacity: 12.84 cu. ft., 450 lbs.



**DELUXE MODEL C-175**  
Capacity: 16.89 cu. ft., 590 lbs.



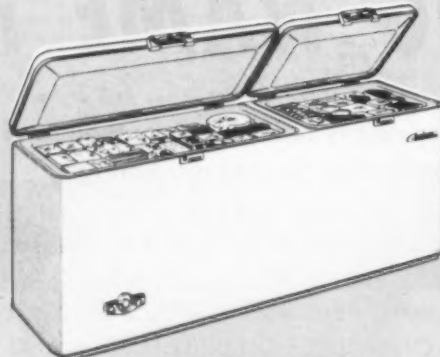
**DELUXE UPRIGHT MODEL CU-195**  
Capacity: 18.6 cu. ft., 661 lbs.



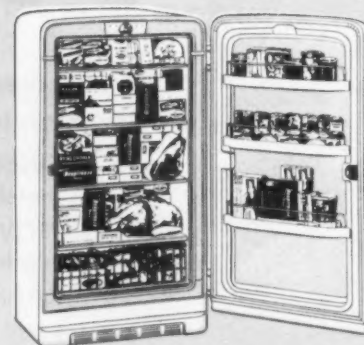
**DELUXE MODEL C-75**  
Capacity: 7.2 cu. ft., 252 lbs.



**STANDARD MODEL B-13**  
Capacity: 12.84 cu. ft., 450 lbs.

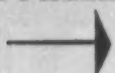


**DELUXE MODEL C-235**  
Capacity: 22.52 cu. ft., 788 lbs.



**DELUXE UPRIGHT MODEL CU-11**  
Capacity: 11.2 cu. ft., 390 lbs.

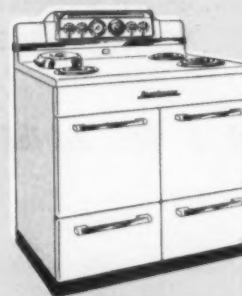
## NEW ELECTRIC RANGES BY DEEPFREEZE



**DELUXE MODEL RE-4**



**DELUXE MODEL RD-4**



**DELUXE MODEL RB-4**



**APARTMENT  
MODEL RA-3**



# The news is out! New Models are in! the finest in Deepfreeze History!

**A COMPLETE LINE  
BUILT TO OUTSELL COMPETITION EVERYWHERE!**

## NEW REFRIGERATORS BY DEEPFREEZE



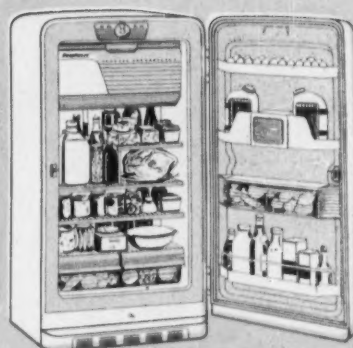
**DELUXE MODEL A-1150, 11 CU. FT.**  
Electromatic Defrosting



**DELUXE MODEL A-960, 9.3 CU. FT.**  
Electromatic Defrosting



**DELUXE MODEL B-1150**  
11.5 CU. FT.



**DELUXE MODEL B-960**  
9.6 CU. FT.



**STANDARD MODEL G-1150**  
11.5 CU. FT.



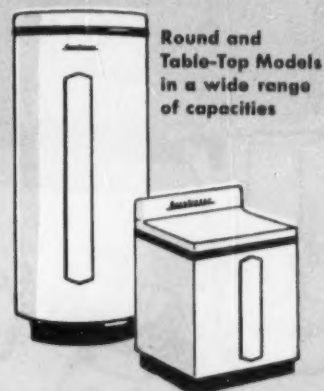
**STANDARD MODEL G-960**  
9.6 CU. FT.



**SPECIAL MODEL F-960**  
9.6 CU. FT.

**Remember,** only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered trade-name "Deepfreeze." They are made only by Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois © 1953. Specifications and models subject to change without notice. Deepfreeze Home Appliances are also available in Canada.

## NEW ELECTRIC WATER HEATERS BY DEEPFREEZE



Round and  
Table-Top Models  
in a wide range of  
capacities

# **Deepfreeze Home Appliances**

TRADE-MARK REG. U. S. PAT. OFF.



## BIG SPRING ADVERTISING PROGRAM

*is for You*

**Completely Automatic DEEP FRYER and COOKER**  
\$26.95

Makes it so easy and quick to DEEP FRY turkey, chickens, fish, potatoes, croquettes, doughnuts — AND SIMMER COOKS TOO — delicious soups, stews, sauces, soups, soups, soups.

**GOOD HOUSEKEEPING**  
Complete in This Issue  
BOOK OF BUFFET SUPPERS

**TIE IN WITH**  
LOCAL NEWSPAPER ADS  
DEMONSTRATIONS  
DISPLAYS  
MAILINGS, ETC.

**Guaranteed by Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

**UL**

**Dominion ELECTRIC CORP., Mansfield Ohio**



### CASH-IN ON THESE SPECIAL 32nd ANNIVERSARY PROMOTIONS

**IRON PROMOTION**  
Special Deal enables you to offer an EXTRA value of \$2.00 under regular retail.

**FRYER-COOKER PROMOTION**  
You buy 3 and get 1 at special promotion price, making your profit over 40%.

**See your Dominion Distributor or write for details**

## Planning Sells Ironers

—CONTINUED FROM PAGE 152—

salesmen are constantly trying for this extra sale, and if the prospective ironer buyer isn't interested at the time, she is immediately tabbed as a future prospect for a unit, his name is placed on the store's mailing lists, and he will be regularly and frequently contacted in the future. This method helps to assure that the ironer prospect's interest does not wane, and also that when she has finally made up her mind to buy her thoughts will immediately turn to Woodruff's.

### Other Sales Boosts

Frank Smith has suggested other ways to boost ironer sales which Woodruff's has inaugurated and found highly successful. These include the time-tested stunt of paying 25 cents a head to Parent-Teacher Association and other club group members to watch one-hour ironer demonstrations.

Now that the government has taxed the bookies, some salesmen have nothing to do all day long but work!

"This still remains one of the best and cheapest promotions that we have tried to date," says Baker. We have found that at a rough estimate approximately 10 percent of the members in such groups of homemakers become good prospects for an ironer after seeing a demonstration.

### School Prospects

Woodruff's has also made it a point to see that ironers were placed in all of Knoxville's school home economics classes, where 2,296 students are indoctrinated in their use and operation at frequent intervals. At the end of the school term, Woodruff's finds it easy to sell the used ironers to the schools at a fraction of the original retail price, which means that he breaks about even on the transaction. However the results in future customers pays off handsomely since many of the students will talk their parents into the wisdom of owning an ironer. Then too, many of the girls marry soon after leaving school, and with a home of their own they are also anxious to have such a machine. All in all Baker believes the good will achieved by means of these school ironers more than makes up for such slight losses as he may incur.

Woodruff's located at 424 Gay Street in the heart of downtown Knoxville, has become one of the city's better known firms. It is also one of the city's oldest. It does an annual business of more than \$400,000 in appliances alone. To make for the most effective selling possible, Baker has divided the appliance department into two sections, one containing appliances for the home laundry, and the other, heavier white goods and heating equipment.

End



**NOW! CROSLEY**

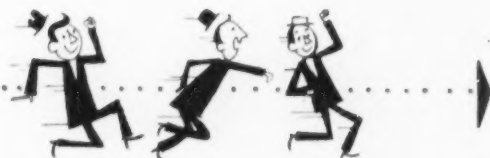
***DOES IT!***



Crosley's made what all your  
customers want — a magnificent

**CLOCK RADIO** to retail for as low as **\$27<sup>95</sup>\***

*and come see all the great new '53  
Crosley Automatic Clock Color Radios.....*



\* Suggested list price

CROSLEY WILL INTRODUCE THIS EXCITING LINE TO YOUR CUSTOMERS WITH A SMASH ADVERTISING CAMPAIGN

# The great new '53 line of CROSELY AUTOMATIC CLOCK COLOR RADIOS

## EXCITING COLORS

### TO BRIGHTEN ANY ROOM IN YOUR HOME

Colors sell merchandise today—so Crosley went to the experts to pick the colors that sell best! The new Crosley Clock Radios come in nine exciting shades to blend with every possible combination of room drapery and decoration colors. Crosley gives you an exclusive appeal to every type of prospective buyer with this wide range of eye-catching colors.

## FULL TONE

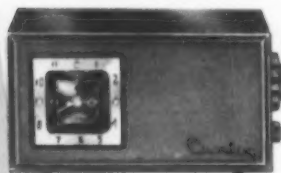
### RICHNESS YOU'D EXPECT IN A CONSOLE

That "big set" tone is what you'd expect from Crosley—which pioneered in radio. That long experience in electronics gives the new '53 Clock Radio lines these added advantages: drift-free tuning, outstanding sensitivity and stability (even distant stations come in clear), automatic volume control (no ups or downs), and a built-in high-efficiency antenna.

MODEL E-75

Made to  
sell for

**\$27<sup>95</sup>**



SANDALWOOD



CITRON



FLAME



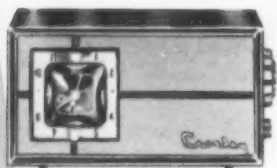
WILLOW

The radio of many uses . . . it turns itself on and wakes you gently to music. What better alarm to have than this!

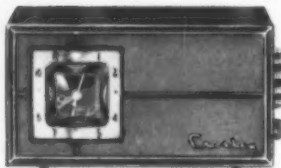
MODEL E-85

Made to  
sell for

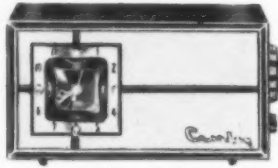
**\$34<sup>95</sup>**



WILLOW



SANDALWOOD



CITRON



FLAME

This attractive Crosley lulls you to sleep with music, then turns itself off. Next morning, it awakens you to music. Turns on and turns off a lamp, coffee maker, heating pad, fan or similar appliance.

MODEL E-90

Made to  
sell for

**\$39<sup>95</sup>**



CHARTREUSE



CHERRY



WHITE



GRAY

All prices shown are  
suggested list prices.



BLACK

The most useful radio you can own. It soothes you to sleep, then shuts itself off. In the morning it awakens you to music. Both of these operations are automatic. All this plus a buzzer alarm. No chance of oversleeping. It turns small appliances on and off at any time you desire. As a timing device, it reminds you of appointments—times cooking operations—and serves you in countless similar ways.

**SHOW'EM AND YOU'LL SELL'EM!**

THE BEST WAY TO SHOW THEM  
IS THE CROSELY RADIO DISPLAY STAND

### DISPLAYS

... The display stand is a colorful attention getter. Attracts store traffic with striking Crosley radios.

### DEMONSTRATES

... Shows the wide variety of dazzling Crosley colors and beautiful cabinet styles.

### SELLS

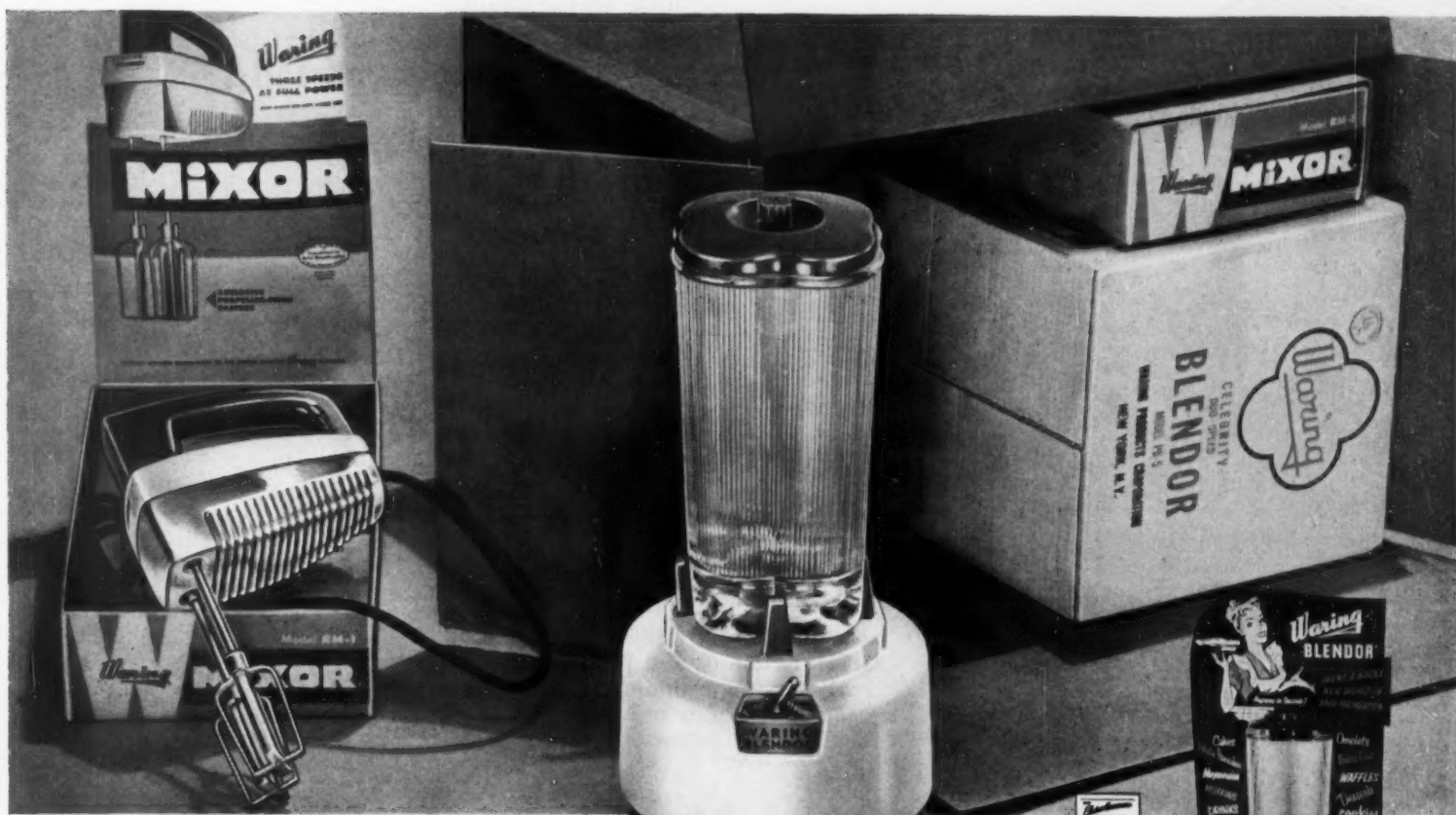
... Assures customers you have the right Crosley radio to satisfy their needs.





# \$12.00 extra profit for all dealers!

WARING's "Early Bird Special" gives you a huge profit as WARING BLENDOR and WARING MIXOR ride the crest of a publicity and advertising drive unparalleled in the field!



#### HOW THE EARLY BIRD SPECIAL WORKS:

2 WARING Duo-Speed BLENDORS and 2 WARING 3-Speed MIXORS normally cost you \$87.74. With the Early Bird Special, they cost you just \$75.74...a saving of \$12.00 cash! You get a whopping \$53.16 profit at retail!

Here's the deal you've been waiting for! In addition to your regular profit, you get \$12 extra profit selling 2 WARING BLENDORS AND 2 WARING MIXORS! By taking advantage of the sensational WARING Early Bird Special now, you put an extra \$12 in your cash register for every deal sold! Order as many of the Early Bird packages as you'll need. Each one means a total of \$53.16 profit selling the hottest traffic appliances on the market today: the WARING BLENDOR and the WARING MIXOR! And to make it all the easier for you, both are backed by a tremendous ad drive and phenomenal publicity in America's top magazines! Order money making Early Bird Specials from your distributor now before it's too late! This special offer is available for a limited time only (expires March 30th)!

IF IT ISN'T A WARING, IT ISN'T A BLENDOR

# Waring

WARING PRODUCTS CORPORATION — A Subsidiary of Cluade Waco, Inc.  
25 West 43rd Street, New York 36, N.Y. Distributed in Canada by Canadian Westinghouse Supply Co.

GET THIS HANDSOME  
\$100 DISPLAY FREE  
WITH EVERY SPECIAL!



MAIL THIS  
COUPON  
TO YOUR  
DISTRIBUTOR  
TODAY!

Yes, I want to make whopping profits with the WARING BLENDOR and WARING MIXOR! Send me .....  
WARING EARLY BIRD SPECIALS, each special contains: 2 WARING BLENDORS, Model PB-5 and 2 WARING MIXORS, Model RM-1.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# NOW —a dynamic new campaign to help you *Share in the Magic of the*

**Dealer Identification Program spotlights  
your service . . . builds prestige and profits**

Now—you can make the most of the magic selling power in the famous RCA trademark. Here is a complete business-building program that includes everything from window displays to local and national advertising. Don't miss this great opportunity . . . see your *RCA Tube Distributor* today for full details.



**1. "REGISTERED DEALER" DISPLAY SET.** For your window, a three-dimensional display in full, rich colors . . . plus a set of 10 RCA dummy cartons . . . plus two companion easled display cards.



WE USE RCA TUBES

**2. RCA TRADEMARK DECAL.** For your door, window, or service truck.



## GET THE STORY TODAY!

Ask your RCA Tube Distributor for your copy of the colorful 16-page booklet "A Magic Pass-Key to Customer Confidence." The complete campaign is outlined, illustrated, described in full detail. Be sure to get your copy as soon as possible. It's free!

**Dynamic Promotions to help you sell  
your service to your prospects:—**



**3. DIRECT MAIL PROGRAM.** Seven brand-new and unique mailing pieces that will stimulate your service business. Also, a Basic Mailing Kit to help you get started with your campaign.

**4. ILLUMINATED "SPINNING MOTION" SIGN.** Action-packed 15" sign that sells your service. Spinning wheel creates dancing shadows and colors. Nothing like it offered before.



**5. OUTDOOR ILLUMINATED SIGN FOR DEALERS.** Personalized with your own store name at the top, this brilliantly glowing plastic and steel sign will command attention up and down the street.

*. . . and many other dynamic new plans to help you build your business.*





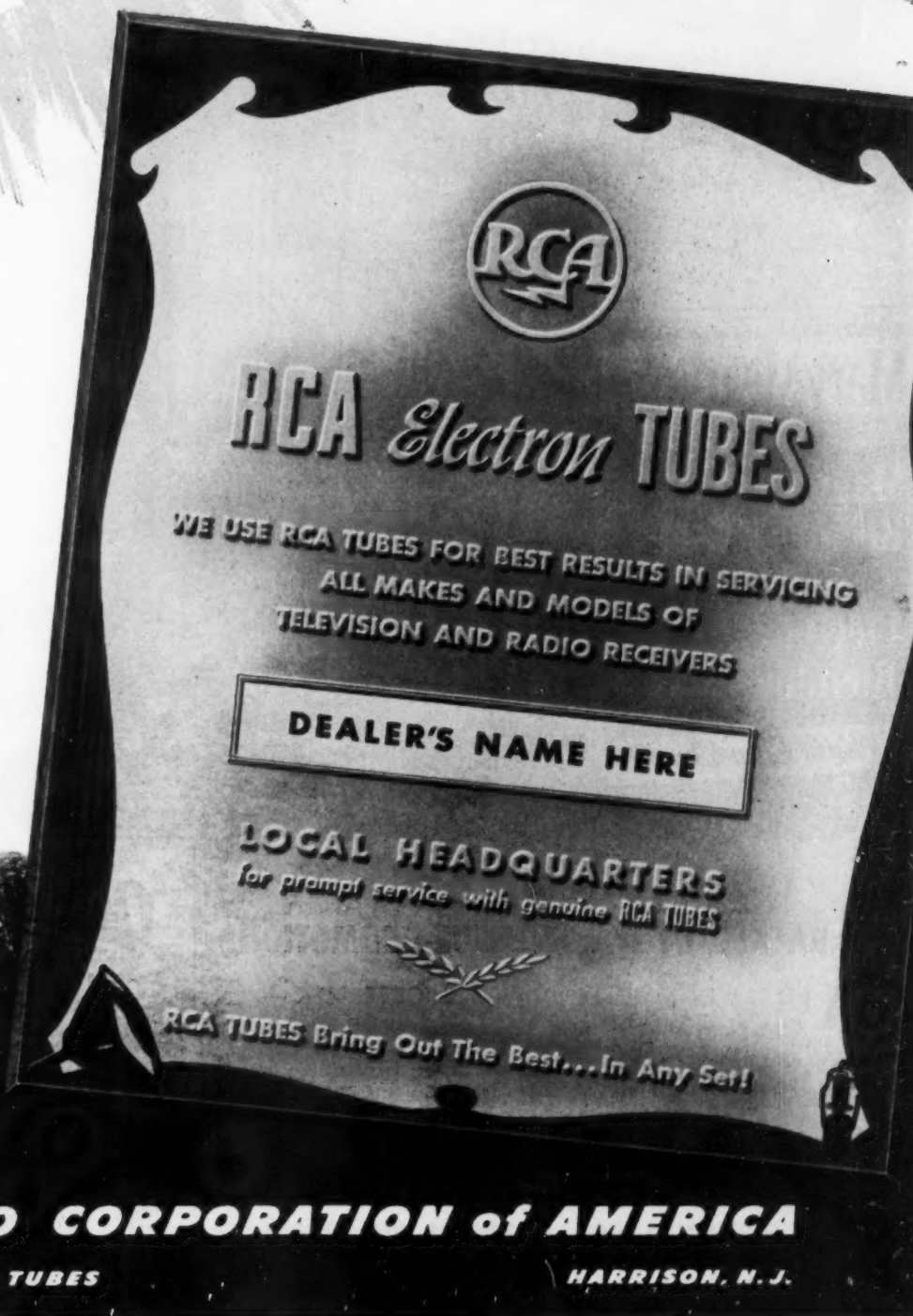


# RCA Trademark

Your RCA Tube Distributor presents the greatest prestige-building, profit-packed program ever offered to service dealers! . . . an Official Dealer Registration

Program, featuring a personalized Dealer Identification Plaque, and backed by a hard-hitting local and national advertising campaign.

You now have a golden opportunity to earn greater prestige and profit by participating in your RCA Tube Distributor's Official Dealer Registration Program! This program is designed to identify and publicize the outstanding service shops in each area . . . the reputable dealers and servicemen who regularly use dependable RCA Tubes and Kinescopes. A replica of your Dealer Identification Plaque will soon be featured in an intensive national advertising campaign directed at prime TV-Radio prospects. You can't afford to waste a single day getting started. See your regular RCA Tube Distributor today and get all the exciting details.



**RADIO CORPORATION of AMERICA**  
ELECTRON TUBES

HARRISON, N. J.

**IT'S A RED HOT DEAL!  
IT'S EXCLUSIVE WITH Oster!  
IT'S A MONEY MAKER FOR YOU!**

**FREE**

AT NO  
EXTRA COST  
WITH THE NEW

**Osterizer**  
MODERN MEAL MAKER

**THIS BEAUTIFUL  
\$3.00 Mary Meade  
COOK BOOK...**

- The FIRST general "blender-method" book written entirely for meal making
- Over 500 recipes for everyday meals



- Step-by-step directions show you how to make:
- Breads, Muffins, Pancakes, Waffles
- Cakes and Icings
- Cookies and Pies
- Sandwich Spreads
- Main Dishes
- Salad Dressings
- Soups and Salads
- Desserts

**Get Your Copy Today!**



The  
Original  
Liquefier-  
Blender

MADE BY  
**Oster**

### IT'S BACKED BY A POWERFUL PROMOTION!

A \$42.95 value for only \$39.95 with the OSTERIZER — The New Modern Meal Maker and The Beautiful, New Mary Meade Cookbook.

Here's the Deal! Each Osterizer carton contains one Mary Meade Cookbook. Order 10WE Osterizer packed two in master carton with 1 counter or window display, 1 window streamer and 50 consumer leaflets.

**JOHN OSTER MFG. CO. • RACINE, WISCONSIN**

**Osterizer**  
THE ORIGINAL LIQUEFIER AND BLENDER  
MADE BY **Oster**



Only the OSTERIZER glass container is open at both ends. This permits easy removal of all ingredients.



Only the OSTERIZER fits standard canning jars. This permits easy storage without transferring ingredients.

© 1953

**SEE YOUR JOBBER NOW OR WRITE US TODAY FOR COMPLETE INFORMATION**

## Saving a Sick Business

Many an old-timer in the appliance business thinks he could, if given the opportunity, show some of the newcomers in the trade what they're doing wrong.

William Van Domelen, Norge distributor of Green Bay, Wis., got a tailor-made chance to do just that recently when an ailing appliance store in Escanaba, Mich., fell into his lap. In over 25 years work as a repairman, dealer and finally distributor, Van Domelen had learned how to diagnose a store's ills. Here's what he found wrong in the Escanaba store and what he did to set things right.

1. The store carried too many brands. Van Domelen shortened Household Electric's stock to one complete line, aware that it was enough to expect salesmen to know the sales story on every model in a single line.

2. The store closed at 5:30. It's Van Domelen's conviction that the appliance business actually begins around 5:30 because purchase of a major appliance is a big investment for the average family. With the husband at work all day, evenings are the only time the family can get together to go shopping for appliances. Van Domelen was also aware that most of the city's 19 other appliance stores closed early. To capitalize on these factors, he hired as manager of the store Ivan Kobasic. Kobasic had selling experience (autos) but of more importance to Van Domelen was the fact that Kobasic also ran his own orchestra and was used to working nights.

3. There was no outside selling by the six employees. Van Domelen cut the staff to three people—one salesman on straight commission, a service man on salary plus commission and a girl on salary and commission. Outside canvassing, covering an area 30 miles out from Escanaba, was resumed. The rural area was included because it has had electricity for years and many farmers owned worn out appliances which were ready for trade. Salesmen drive trucks or trailers furnished by the firm but pay for their own gasoline. They are supplied leads and protected on them; they draw a 10 percent commission on sales.

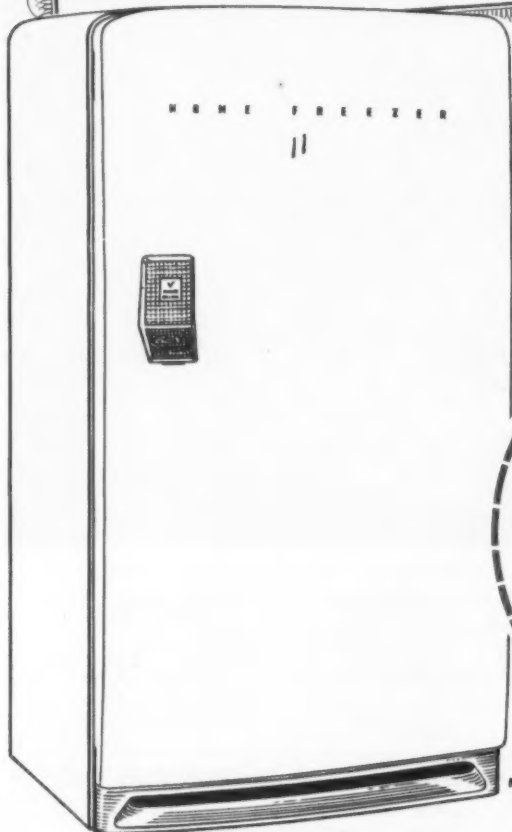
4. The store did business on open account instead of using time payment paper. Van Domelen began handling credit sales on a weekly or monthly payment basis. The customer's place of work and the amount of his earnings usually determine his credit standing with the store. So far in the nine months Kobasic has run the store there have been only one refrigerator and one space heater revert.

The results. In the year since Van Domelen has taken over the store has registered almost a 400 percent gain in business and volume is now running at about \$100,000 a year.



# SERVEL FREEZER PLAN SAVES CUSTOMERS 25% AT ANY FOOD STORE!

**SAVE 25%**  
on low supermarket prices in  
stocking your new Servel freezer!  
Come in! Get amazing money-  
saving details! No obligation!



Model VF-113  
11 cu. ft.

**SERVEL-**  
ONLY FREEZERS WITH  
**'Cold-Seal'**  
CONSTRUCTION!

Only Servel gives you a food-freezer promotion with NO food-financing headaches! You make full profit on every freezer without going into the food business! All with today's only nationally-advertised food plan—featured in 24 big national ads this spring!

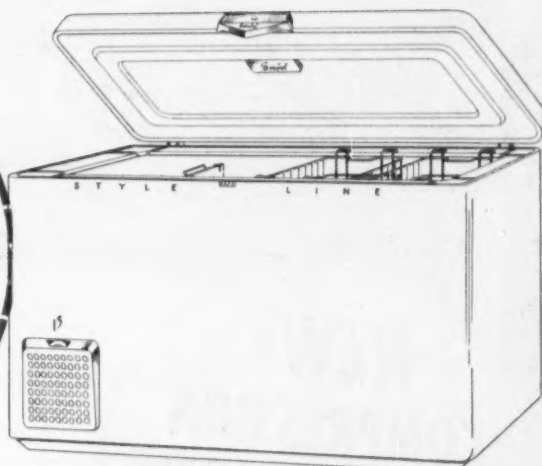
Whether you operate a food plan today or not—here's a sensational opportunity for extra volume and bonus profits with Servel now!

Millions of Americans have been wishing and waiting for a food plan like this! They stock their Servel Freezer at their favorite food store! They buy up to \$200 worth of meats, fish, poultry, fruits,

vegetables—all at a time or as they choose—but everything at a record-breaking 25% off their store's regular low prices!

It's the hottest prospect-finding offer in freezer history! Get full details—and see Servel's sensational new freezer line—at Servel's dazzling musical-comedy introduction!

**CALL YOUR SERVEL DISTRIBUTOR FOR TIME — PLACE — DATE!**



Model HF-153  
15 cu. ft.

**Sizes from 9 to 22 cu. ft. — ALL ELECTRIC!**

• **4-inch "Cold Barrier"** insulation! Compressed for super-seal!

• **Leak-Proof Interiors!** Lock-seam corners! Rust-proof!

• **Pneumatic "Air-Lock"** gasket! No cold leaks!

• **Cold-Rolled Steel** cabinet! Lifetime Bonderized finish!

• **5-Year Warranty** on hermetically sealed Servel Powercold Unit!

• **3-Year Servel Food** Spoilage Warranty plan!

**Servel**

The name to watch for great advances in  
REFRIGERATION and AIR CONDITIONING  
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ont.



Ice-Maker Refrigerators



Home Freezers



Room Air Conditioners



All-Year Air Conditioning Systems



"Electric Wonderbar"



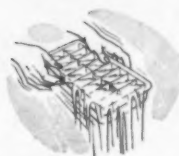
Water Heaters

# *IN 1953* SERVEL OUT-OTHER REFRIGERATOR



**NEW!**  
**COMPRESSION**  
**ELECTRIC MODELS**

—added to Servel's famous  
line of silent gas and  
motorless electric  
refrigerators!



**NO TRAYS TO FILL! NO TRAYS TO SPILL! NO TRAYS TO EMPTY! OR FORGET TO REFILL!**

**JUST REACH IN**—take one or a handful!  
Fastest, most dramatic refrigerator demon-  
stration you ever made!

**CONTINUOUS SUPPLY!** Keeps refilling the  
basket night and day! Replaces ice cubes  
as you use them! All automatically!

**CUBES WON'T STICK** together in freezer—  
even during automatic defrosting!

**SUPER CUBES!** Big, dry, supercold Ice-  
Circles! Loose, ready-to-use. Always full  
size! Plenty for parties!

**FIELD TESTED** in hundreds of homes for 2½  
years!

**EASY TO INSTALL IN 5 MINUTES FLAT!**  
All fittings included—no extras to buy!

**SERVEL'S \$6,000,000 AD BARRAGE BREAKS IN MARCH! START PLANNING NOW!**



# ADVERTISES EVERY TO TELL AMERICA...

***ONLY SERVEL MAKES  
ICE CUBES WITHOUT TRAYS  
— AUTOMATICALLY!***

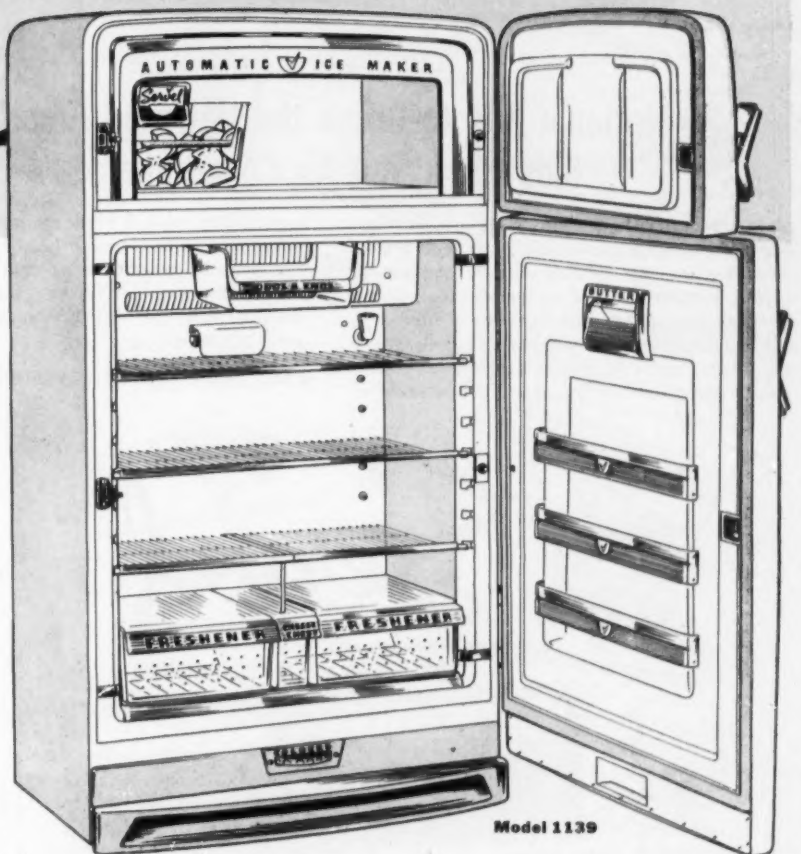
Never before has such sensational news been told to so many millions of refrigerator prospects! Score upon score of Servel full-page, 4-color national magazine ads! Hundreds and still more hundreds of big, factory-paid newspaper ads! Servel billboards, radio-TV spots by the thousands! Promotions, demonstration devices, displays by the tens-of-thousands! And more, more, MORE, as Servel unwraps the greatest refrigerator-selling package of all time! See your Servel distributor today!

**Servel**

The name to watch for great advances in  
REFRIGERATION and AIR CONDITIONING  
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

ELECTRICAL MERCHANDISING—FEBRUARY, 1953



Model 1139

# SERVEL-33% to 50% MORE ROOM-COOLING POWER—at no extra cost!



Model RAC-93

## 25 National Ads to Break the News on America's Most Beautiful Air Conditioners!

Now—Servel prices deluxe air conditioners where the average person can buy them! Makes them big enough to deliver real comfort in hottest weather! Advertises them in seven great national magazines, starting with a spread in LIFE! Digs prospects with big local newspaper ads—with red-hot traffic promotions—with 'stopper' displays the like of which you've never

seen! Gives you full profit on the air conditioner value that millions have been waiting for! See Servel's great new air conditioner line in the most spectacular extravaganza ever seen in the appliance business! For time, place, date of your local showing—

**CALL YOUR SERVEL DISTRIBUTOR TODAY!**

# Servel

The name to watch for great advances in  
REFRIGERATION and AIR CONDITIONING  
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ont.

✓ 3/4 h. p. Electric Model  
at 1/2 h. p. price!

✓ 1 h. p. Electric Model  
at 3/4 h. p. price!



**NEW! 1-DIAL WEATHER CONTROL!** 1 dial regulates both cooling and air-flow! Choice of 5 'weathers'!

**NEW! TODAY'S MOST BEAUTIFUL STYLING!** Blond or Mahogany finish, Ivory grilles, Anodized Gold trim!

**NEW! SPECIAL 'NITE TURN-DOWN'** for moderately warm nights! Keeps bedroom cool without chilling sleeper! Super-quiet! No-Draft grilles!

**NEW! AUTOMATIC TEMPERATURE REGULATOR!** Keeps even room temperature! Standard in 1 H.P. Servel—optional in 3/4 H.P. model!

**5-YEAR WARRANTY** on Servel's hermetically sealed electric cooling system!



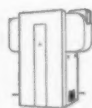
Ice-Maker Refrigerators



Home Freezers



Room Air Conditioners



All-Year Air Conditioning Systems



"Electric Wonderbar"



Water Heaters



## In Alaska Sales Are Easy . . . But

CONTINUED FROM PAGE 95

and-such a day. But he didn't need to remind his customer about these possibilities. She was an old hand to Alaska and she was well aware of the problems.

The sale was made in about 15 minutes. The woman thanked him, said he could notify her of the stove's arrival either by the next mail boat or by radio. Then she departed.

Another woman came in and asked about a washing machine which Alaska Electric had picked up the previous day. Hoisington explained that the machine had sheared off its drive shaft, that it would take 10 days to fix it in Seattle.

"If I'd known you couldn't service it here, I'd have bought it by catalog," she said.

Hoisington could have reminded the customer that catalog buying—his biggest competition—isn't any faster. If the drive shaft could be located in Seattle, the woman might expect her machine repaired in about 10 days, maybe sooner if the part was flown in. If not, it might take a month while the part arrived from the eastern U. S. seaboard.

The woman seemed slightly cheered at the prospect of finding the part in Seattle. "I've got three kids, you know, and when there's no machine, the work really piles up."

Hoisington nodded. He'd had the same trouble at home.

### First Priority—Liquor

There's only one shipping line to most Alaskan ports, and each boat allots its space. Liquor and vegetables, Alaska's prime sustainers, get top priority. Perishables come second. These include meats. Somewhere behind lags general freight, which includes stoves, washing machines, ironers and the like. Hoisington can count

on anywhere from three to six weeks from order date to shipment arrival out of Seattle.

But if Hoisington's problems seem great, what about his customers'? Last year a fisherman and his family bought a 15 cu. ft. freezer. Alaska Electric delivered it to the Juneau dock. The fisherman loaded the big freezer onto the forward deck of his 32-foot towboat, paid cash on the line, cast off and set sail for home—in Hoonah, about 56 miles up the coast from Juneau. At Hoonah he unloaded the freezer onto two rowboats which he tied together with planks. Balancing the box gingerly, he got the freezer ashore, hooked-up and running. And thanks to the town's diesel-electric plant, the fisherman's family ate better during the remainder of the year.

Had the fisherman required help with his installation, Alaska Electric would have sent a man out, but the charges would have been pretty steep: \$3.85 an hour, ship-to-ship. This rate is based on two factors. If the customer can wait until several others also need maintenance or repairs, then Alaska Electric dispatches a maintenance man via coastal steamer. The customer pays the \$3.85 from the time the repair man hops into his skiff until he returns aboard the ship. If the customer demands immediate service, and is some distance from Juneau, then he may have to pay from the time the repair man leaves the shop until he returns—and this almost always is a one to two-day affair. If he's really in a rush, a customer can get a mechanic out the same day by seaplane, but again he pays portal-to-portal charges. Same goes for transporting appliances out of Juneau. If he can wait for a regular coastal steamer, the charges are very small.

(Continued on page 168)





## PIN DOWN EVERY PROSPECT

# with PINCOR!

### You can't lose Power Lawn Mower Sales with **PINCOR'S** NEW 1953 LINE Packed with Exclusive Features!

Every prospect buys when it's a Pincor, for with Pincor the price, design, modern features and variety of sizes adds up to complete customer satisfaction. So pin down each customer—show him Pincor had his particular needs in mind when they built their mowers the exclusive features of Self Sharpening Blades, "Guide Easy" multi-grip handles, 1/2" to 2 1/2" cutting heights and many other outstanding advantages for 1953.

Nationally advertised—and complete Pincor-trained service stations throughout the U.S.

**18" STANDARD PINCOR**  
Gas Engine  
1.6 H.P.,  
4 cycle

**18" DELUXE . . .**  
Featuring recoil starter.  
Guards on V-belt and chain.  
Also 18" Special Mower.

**21" STANDARD PINCOR**  
Gas Engine  
1.6 H.P.,  
4 cycle

**21" DELUXE**  
Featuring recoil starter.  
Guards on V-belt and chain.  
Also 21" Supreme  
2 H.P., 4 cycle.

**20" ROTARY**  
For rough ground. Mulches grass. Heavy duty.  
2 H.P., 4 cycle.  
Pincor Engine.  
Cuts close to trees (within 3/4").

**PINCOR SEVENTEEN and NINETEEN ROTARY**  
Lightweight. Mulches tough weeds and grass.  
1.5 H.P.,  
2 cycle.  
Pincor Engine.

**PINCOR P-22**  
The finest made Pincor Gas Engine 2 H.P.,  
4 cycle. Built-in self sharpening.  
Also 20" Super  
2 H.P.,  
4 cycle.

**HAND MOWERS A-16 and B-16**  
Precision built  
All steel frame  
Popular and step up prices

**Electric Hedge Trimmer**  
  
Precision built.  
AC-DC Universal motor.  
14 serrated cutting teeth and 12 inch long cutting blade.

**"Snow-mover"**  
Gathers, Throws and Blows wet and dry snow away.  
Cleans a path 15" wide.  
Removes snow up to 24" deep.

**LOOK BRAND NEW!**

**ALSO POWER TOOLS AVAILABLE**

- 1/4" drills
- saw attachment
- drill kits
- power saws

## PINCOR PRODUCTS

Manufactured by  
**Pioneer Gen-E-Motor Corporation**  
5835 West Dickens Ave. • Chicago 39, Illinois  
Export Address: 25 Warren St., New York 7, N. Y.



Write for  
new complete catalog  
and price sheets today.

## In Alaska

— CONTINUED FROM PAGE 167 —

But if he wants the item flown out, he usually must pay transportation both ways.

### Competition By Mail

Within Alaska Electric's 50-mile radius marketing area, there are about 15,000 people. Many of these are Indians. Alaska Electric does deliver within this area, so long as delivery is combined with service calls. But when special deliveries are demanded, the customer pays transportation.

Alaska Electric's biggest competitors, of course, are the Stateside mail-order firms. Some of them have set-up small stores and catalog offices in Alaskan towns, including Juneau. So Alaska Electric's best bet is customer service and personalized attention.

~ Oftentimes in the pages of this magazine you've read the proud boasts of dealers who have customers coming from as far as several hundred miles. But Alaska Electric tops them all. This year a lady from Adak, 1696 miles northwest from Juneau on the Aleutian chain, ordered a washing machine she'd admired while visiting in Juneau. She ordered the machine air expressed. The machine was dismantled and flown to Adak (a big U. S. Naval base) in a two-engined plane. The entire trip—at least the greatest portion of it—was over water. Yet express charges were surprisingly low—only something like \$15.00. In Alaska where most things are two to three times as high as in the States, only whisky and air freight seem to be bargain priced.

### No Price Cutting in Alaska

Alaska Electric, however, sells most small appliances at Seattle prices, although even when fair trade laws were legally in force, it never was forced to abide by them because of Territorial law prohibiting fair trade agreements. Major appliances are based on Seattle prices, plus half the shipping charges. Alaska Electric absorbs the other half.

Because of uncertain delivery, Alaska Electric stocks heavily, and regularly carries a \$60,000 inventory. Peak sales come right after the fishing and canning season, when cannery workers have plenty of cash—and when they usually spend themselves into financial exhaustion in anticipation of the long Alaskan winter.

"Things work a lot differently here than in the States," says Hoisington. "In the first place, there's no high pressure selling. None at all. People around here come in when they've got the money and when there's something they need. Usually, they call for standard brands. And national advertising in magazines is my best sales getter."

Hoisington points out that, contrary to popular opinion, Alaska is a great place for electrical merchandising. "Here where it's cold and where the weather isn't always sunny, people need appliances. Especially do they

(Continued on page 169)

# Tele King gives you WITH THE NEWEST,

The WEATHERKING...  
THE UNIT THAT'S PACKED WITH THE BIGGEST SALES-CLINCHING WALLOP!  
Here Are Only A Few Of The Many Top-Selling Features!



**"LIFE-LONG" ALUMINUM FOIL FILTER!**  
Air is always at its healthiest, cleanest... ELIMINATES CUSTOMARY FILTER REPLACEMENT COSTS!



**"CLIMATE CONTROL" THERMOSTAT!**  
Simply set and forget! You get refreshing spring-time air... all the time! Smartest "brain" a unit ever had! optional



**"ALL-DIRECTIONAL" CIRCULATION!**  
Vari-stream, draft-free air conduction gives "four-corner" room penetration in ventilating and cooling!



**"TRIO" FAN**  
Triple-efficient, triple-bladed propeller fan drives in maximum air volume for maximum comfort! Faster-speed intake and exhaust!



**WONDER-WORKING "HUMID-CONTROL"!**  
TELE KING-size dehumidifier keeps humidity down and comfort up for a perfect health-balance!



**SUPER-SIMPLE INSTALLATION!**  
No-rust Bonderized unit is easily mounted from inside of window! Looks neater! Doesn't bulge into room! Less installation time!



**NO SERVICE HEADACHES!**  
Slide-out cabinet... permanently lubricated condenser and evaporator fan motors in sealed units! Servicing practically eliminated!



**TELE KING'S ADVANCED ENGINEERING!**  
Multi-function unit with separate day and night cooling adjustments insures extra healthy air 'round the clock!



**SILENT AS A WHISPER!**  
Unique sound-smothering muffler produces one of the quietest units of all... even at high speeds! Shuts out annoying street noises!

### EXCLUSIVE FEATURES IN THE "YEAR 'ROUNDER" ONLY



**COOLING AND HEATING IN ONE UNIT!**  
TELE KING-designed "Tropic Zone" heating unit and fan cuts inter-season fuel costs with scientifically circulated heat!



**SAFETY-SEAL CONSTRUCTION!**  
Super-efficient "Safety-Seal" principle provides service-free operation — increases consumer acceptance and sales!



**ALL-WEATHER WORKER!**  
Materials and parts designed and engineered to operate efficiently with peak performance at all seasons... in all climates!

\*Designed With The Know-How Of TELE KING's Famed Engineers—And Manufactured In TELE KING'S Own Famous-For-Quality Plant!

## Tele King "Star-Performer" RADIOS



Radio RK41  
4 tubes... Gleaming Black Plastic

Engineered for Pleasure-Packed Performance... Profit-Packed Sales!

Smart Plastic Cabinets!

Light, Bright Decorator Colors!

"Technician Perfected" Engineering!



Radio RK51  
5 tubes... Smartly Styled Decorator Colors

Tele King Radios "Look Better... Sound Better... Are Better."



recognized for the biggest mark-up in TV...

# the coolest net profit

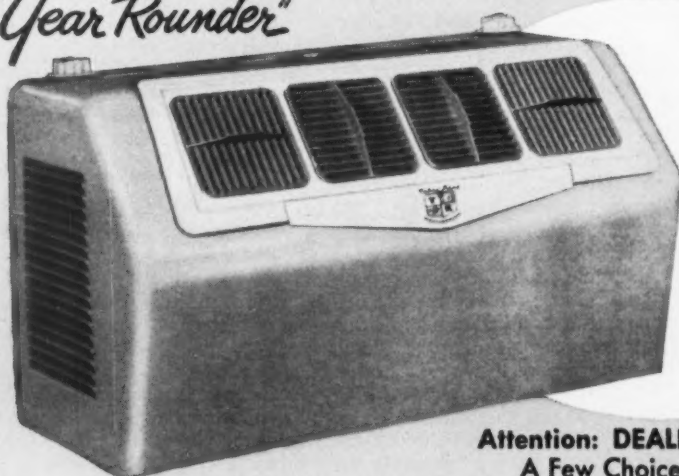
**MOST ADVANCED AIR CONDITIONER OF THEM ALL\***

the **Tele King Weatherking**

AVAILABLE IN  
1/2 TON AND 3/4  
TON MODELS.

and

the  
**Weatherking**  
*"Year Rounder"*



**Cools in summer—  
heats in winter!**

AVAILABLE IN  
3/4 TON MODEL ONLY

**Attention: DEALERS AND DISTRIBUTORS!**

**A Few Choice Territories Still Available!**

**Sign Up For Tomorrow's Air Conditioner TODAY!**

**BEAT THE HEAT OF COMPETITION WITH THE LINE THAT BEATS ALL...**

# Tele King

601 West 26th Street, New York 1, N.Y.

bigger in **profits** ... better in **performance**  
that's the great value story ..... of **Tele King TV:**

**BIGGER PROFIT** ... Because TELE KING offers the biggest mark-up in the industry. Figure it out for yourself. Tele King's mark-up is from 5-15% more than other name brands ... a net profit of 50-400% greater for you!



**BETTER PERFORMANCE** ... Because TELE KING offers the best engineered tuner in TV ... less moving parts than any other set ... less parts to get out of order ... this means less service calls for you!

**Tele King Offers—Better Sound...Better Style...Better Vision...Bigger Value!**

## In Alaska

CONTINUED FROM PAGE 168

need home clothes washers and dryers. People buy a lot of appliances here, and usually they go for the biggest and the best—23-cu. ft. freezers, for instance." This ties in with a recent estimate that Alaskan families buy about 60 percent more frozen foods than the average Statesider.

Many of Alaska Electric's customers are Indians and, while most of them have plenty of savvy about electrical appliances, occasionally there's a humorous incident. One Indian, for example, bought a big, beautiful electric range last year, and took it home to his distant, coastal village. Too late, he remembered that his village didn't have electricity. Next week he returned to Alaska Electric and bought an electric light plant to go with his stove.

### Big Orders, Few Reverts

Ninety percent of Alaska Electric's business is charge, open account, and payable within 30 days. Hoisington estimates that losses run "less than 2 percent."

This is unusual when you consider that a customer will come in, order \$1600 or so in major and minor appliances, and say simply, "I'll be back in a month to get them."

"Sure enough," says Hoisington, "they always come back—cash in hand."

If some major appliances tarry along the way, replacement and repair parts on occasion have set speed records in getting to Juneau. Once the firm ordered parts from Seattle via telegraph at 5 a.m., and installed the part in a Juneau kitchen the next afternoon. Two planes a week are operated on a regular schedule (weather permitting) by Pan American World Airways. These planes form an important chain in helping to link Alaska Electric with suppliers and distributors both in Seattle, and other points in the states.

From all this, it's pretty obvious that Hoisington finds himself in the middle of the ring—with weather, shipping and the customer battling it out over electrical appliances. But customers are used to lively battles, and as long as Hoisington tries his best to get merchandise on the earliest possible delivery, the customers seem happy. End



Cultivate  
more  
window  
unit  
sales  
with  
this  
unusual

**usAIRco**

display!

This colorful, cleverly designed, flower pot display really calls attention to your usAIR conditioner! Its spring-fresh theme—in six sparkling colors... suggests the coolness of air conditioning far better than any words... customers can't help asking about it!

And when they do, you'll have plenty to tell them! Twenty-five years of air conditioning experience has gone into the usAIR conditioner design... its got everything that customers ask for... plus a long list of startling new features that make it a favorite—countrywide!

**THERMOSTATIC CONTROL**... at no extra cost. Automatically maintains desired temperatures

**5-YEAR WARRANTY** and generous labor allowance

**3 SIZES** to fit every room... 1/2 H.P. ... 3/4 H.P. ... 1 H.P.

**SMART BEIGE CABINET**... blends with any furnishings, office or home

**ADJUSTABLE LOUVERS**... direct air stream in any direction

**CONCEALED CONTROL PANEL**... neat, clean, modern design



**COMPACT CABINET**... permits installations in the smallest standard double-hung windows

**SIMPLIFIED INSTALLATION KIT** means money-saving installations

**Plus!** The "Planalyzed Selling" handbook, where you'll find 52 pages packed with hard-selling, effective sales ideas... including a complete direct mail kit of mailing pieces, letters, postcards and statement stuffers... radio spots... newspaper ads... and window streamers.



A usAIRco distributorship may be open in your territory. Mail this coupon with your name and address to Department EM 2.

UNITED STATES AIR CONDITIONING CORPORATION  
3300 Como Ave. S. E., Minneapolis 14, Minnesota

Name \_\_\_\_\_

Business Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Now He Sells Dryers, Too

CONTINUED FROM PAGE 109

clothes dryer. The sales graph started to climb.

### Sales Scoot Upward

"Within a month after Betty's visit, our dryer sales jumped 200 percent," says Charlie. "We really went after the market, and we're still going after it."

Charlie Smith's explanation of his clothes dryer sales success is that he followed the manufacturer's "blessed event—laundry twins" promotion right up to the hilt. He saw, and conveyed to his salesmen, what Westinghouse was driving at—the idea of selling the automatic washer and the clothes dryer as a unit, a combination which would practically eliminate wash-day drudgery.

### Ready Made Prospect List

"It dawned on us that we were only selling half of the solution to wash-day troubles," he says. "Why not sell the whole solution? We had a file full of names of customers who had bought automatic washers from us—a file full of customers who had never been offered the opportunity to buy the washer's twin and running mate, the clothes dryer."

With this ready made list of prospects, Smith and his salesmen launched an intensive dryer campaign. First of all, old customers were contacted by telephone and personal call. Customers who hadn't been contacted for months, who had been regarded as one-shot sales in laundry equipment, were interviewed all over again. Salesmen found a hundred ways to bring up the subject of the clothes dryer, through inspections, give-aways, offers of service and other methods.

Smith's salesmen always asked, "Are you ready for your dryer?", and if the response was, "What dryer?", the salesman replied, "Why, the clothes dryer, the twin to your washing machine." Not a single customer was ever asked, "Do you want to buy a dryer?"

Naturally, it was among these own-

ers of automatic washers that dryer sales were heaviest. Smith made the "twin" idea click. When the dryer was placed by the washer, it presented a picture which held the housewife's eye, and even the head of the house had to admit it bolstered and fulfilled the goal he had in mind when he first bought a washer, to completely relieve his wife of a lot of wash-day work. The sale of the dryer completed the transaction.

To new contacts Smith and his salesmen presented the washing machine and the clothes dryer as a unit, the equipment which would handle wash-day from start to finish. The accent was on doing the complete job of washing and drying, rather than on simply getting clothes clean.

And this sales plan carried over into all of Good Housekeeping Shop's subsequent advertising. Newspaper ads touted the washer and dryer as twins, as did radio and television spots and ads on the company's ten big billboards located at strategic spots in Charlotte.

It was easy for Smith to offer the washer-dryer combination as a package deal; he has his own plumbers and installation men and was prepared to offer the complete installation at a flat price.

### Dryer Gets Top Display

Before he realized its sales possibilities, Smith used to display a dryer or two at convenient places in the store which presented themselves. Now he has brought it out to the front. It gets preferred display space right along with automatic washers, refrigerators and ranges, and very frequently rates choice display space in the shop's big front window area, because nowadays, the clothes dryer business is big business with Charlie Smith.

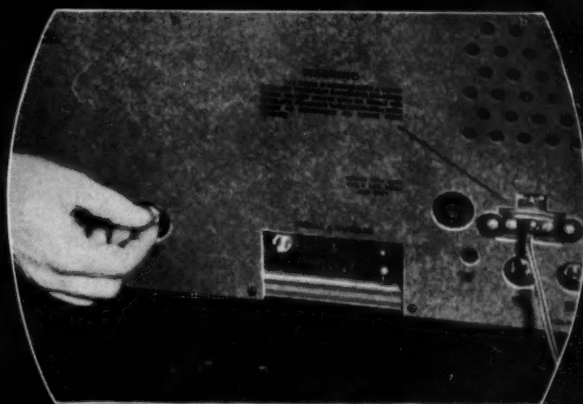
Good Housekeeping Shop does a business volume of around \$400,000 annually, a healthy percentage of which is in laundry equipment, now that the clothes dryer is coming into its own. End



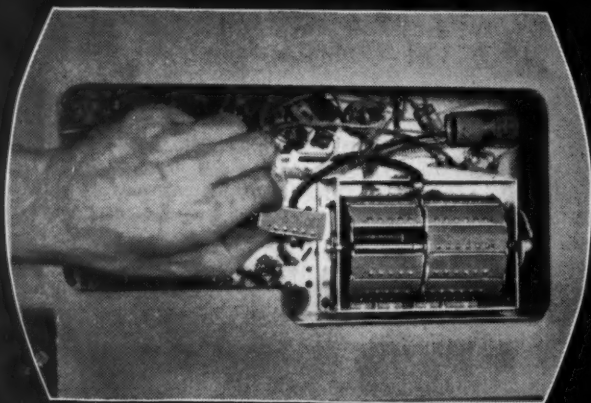


# "It's a Service Man's Dream!"

Say field reports on the new  
Stromberg-Carlson 521 line for 1953



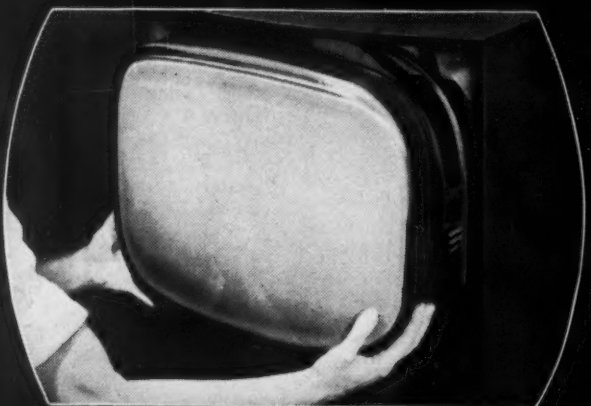
You can make all original adjustments without removing the safety back.



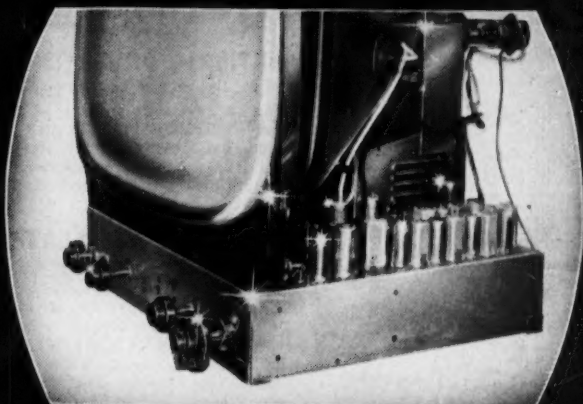
A VHF strip may be replaced with a UHF strip without removing chassis from cabinet.



Loosen a couple of set screws and you can lift out the safety glass for cleaning.



You can replace a picture tube without removing the chassis from the cabinet.



The chassis and picture tube are a one-piece assembly, easy to handle and service.

You get fewer service calls to start with on a Stromberg-Carlson. The calls you do make cost less to handle. Add service savings to Stromberg-Carlson's longer discounts and you can see why it's sound business to push Stromberg-Carlson in '53.

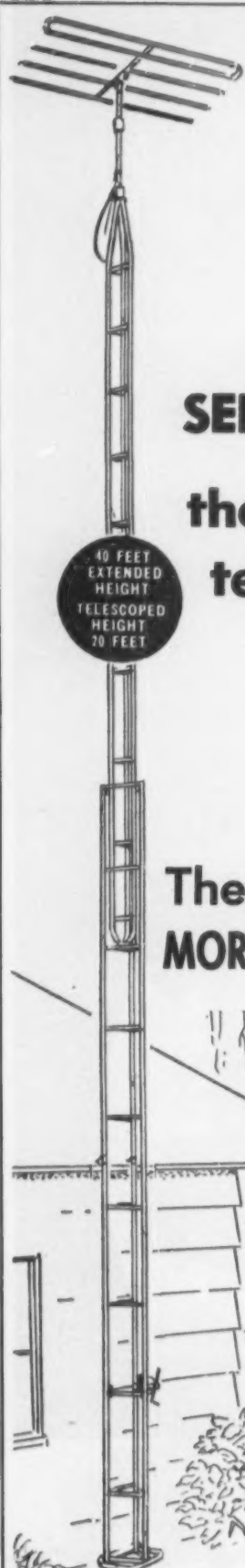
"There is nothing finer than a



*the Invader II*—521 CM—21-inch cylindrical picture tube, with exclusive Panoramic Vision. Permanent magnet speaker. High-gain strip-type tuner, with interchangeable VHF-UHF strips. Tone control. Phono jack. Built-in antenna. Handsome cabinet in mahogany finish Perma-veneer.

## STROMBERG-CARLSON®

Stromberg-Carlson Company, Rochester 3, N. Y.



**SELL** *Tele-Vue* ...  
T.M. REG.

the only **NAME** in  
television towers



**These Features Mean  
MORE PROFITS for YOU!**

● **NATIONAL ADVERTISING**

Our national advertising in *Saturday Evening Post* pre-sells millions of people that TELE-VUE TOWER picks up TV reception from far away stations . . . improves home appearance . . . eliminates damage to roof and dangerous guy wires in yard.

● **ONE-MAN INSTALLATION**

One man erects the TELE-VUE TOWER. No guy wires needed. Weight only 60 lbs., made of sturdy aircraft-type steel tubing. Hinged at base, TELE-VUE TOWER is pushed into up right position after antenna installation — for quick servicing may be laid flat on ground anytime.

● **STORM-SAFE**

Tested in high winds where other towers collapse. TELE-VUE quickly cranks down from 40 to 20 feet height for added protection. Lightning safe, too.

● **LOWEST DELIVERED COST**

We can make IMMEDIATE DELIVERY from centrally located factory and warehouse stocks near you.

**FREE!**

Complete local merchandising campaign available to every TELE-VUE dealer . . . Display Material . . . Newspaper Ads . . . Direct Mail, etc.

**WIRE OR WRITE TODAY for DETAILS and PRICES**

*Tele-Vue* **TOWERS, INC.**

T.M. REG.  
701-705 49th St. So., St. Petersburg, Florida 452 East St., Erskine, Minnesota  
2301-C University Ave., S.E., Minneapolis, Minn.

## There Ought to be a Law

CONTINUED FROM PAGE 101

the seller's place of business. The seller shortly thereafter demanded payment, and upon refusal brought suit against Stinchcomb to recover the purchase price.

Stinchcomb's lawyer argued that there was an "implied" guarantee by the seller that the pump and its motor was reasonably free of defects, and for this reason Stinchcomb need not pay the contract price. The court agreed with this contention, but pointed out that Stinchcomb was not diligent in returning the pump to the seller, having kept it from March 27 to July 26, or four months before returning it to the seller. The higher court held that in view of this Stinchcomb must pay the full contract price.

Also, this court held that since same testimony was to the effect that Stinchcomb had allowed the electric motor to get wet, this may have caused the coil to burn out. The court said:

"When the pump was first installed it operated satisfactorily. The pump and motor were left uncovered and unprotected. The coil in the motor would likely become saturated with water and remain in a wet condition. The starting of the motor while the coil is wet will cause it to burn up."

### MUST COMPLAIN PROMPTLY

The higher courts hold that if a purchaser continues to use an alleged defective electrical appliance, he must pay seller the agreed price even if the appliance is defective.

For example, in *McDaniel v. Smith*, 48 So (2d) 638, it was shown that the McDaniel Refrigeration Service is a dealer in refrigeration equipment and in the repair and service of such equipment. On June 25, it delivered to one, Smith, a food freezer for use by him in a restaurant. The price was \$1,257.45 divided into installment payments. Smith executed and delivered ordinary promissory notes to the McDaniel Refrigeration Service for the balance due after the down payment. Two months thereafter a conditional sale contract for the balance of the purchase price was signed by the purchaser in which he acknowledged delivery of the unit, in good order.

After several months Smith refused to make payments and notified McDaniel Refrigeration Service that freezer unit was unsatisfactory and defective. The higher court ordered Smith to pay the balance due, and said:

"The continued use of this refrigeration equipment by appellee (Smith) after discovery of its alleged unsuitable and unsatisfactory condition, in the absence of notice of rejection and return or offer to return it to appellant (McDaniel Refrigeration Service) constituted an acceptance thereof on the part of the appellee (Smith)."

### WHEN SIGNATURE IS VALID

Considerable discussion has arisen from time to time over the legal question: "What kind of signature is necessary to make a valid contract?"

Modern higher courts consistently

hold that the form of a signature is not in the least important. The intentions of the parties is the only necessary constituent to a valid contract.

Briefly, any contract may be valid if both parties understand and agree to the assumed obligations. Hence a legal signature may be any form of signature, if the testimony shows that the signature was affixed when all parties intended to make a valid contract.

Therefore, under ordinary circumstances any form of signature, such as that made with a rubber-stamp, typewriter, initials, or symbols is valid.

For instance, in the leading case of *Mayers v. McRimmon*, 53 S. E. 447, the court considered the validity of a rubber stamp signature. In holding it valid this court explained the generally and presently established law that when a name is placed by one with intent to sign a contract, the authorities hold that this is a valid signature.

Therefore, the courts hold that any and all signatures are valid which are made by employers, or their authorized agents, with intent to make a valid contract. And it has been held that a valid contract may be made though neither party signs the contract.

For example, in *Marsh Electrical Company, v. City Electric Company*, 230 S. W. (2d) 253, it was shown that a purchaser signed a written contract for the purchase of certain electrical merchandise from a seller. This contract was not signed by the seller. Nevertheless the seller shipped the merchandise to the purchaser.

In subsequent litigation it was contended that no valid contract was made because it was not signed by the seller. Court held that contract was enforceable, saying:

"Since the order for the equipment was in writing signed by appellee (purchaser) and was accepted and acted on by appellant (salesman), it constituted a 'contract in writing' even though it was not signed by appellant."

### WAIVES DEFECTS

According to a late higher court decision, a purchaser who accepts defective electrical merchandise or equipment, when knowing that it is defective, cannot later compel the seller to pay damages or assume any liability.

For example, in *Mead v. Collins Company*, 75 Atl. (2d) 705, the testimony showed facts as follows: One, Mead, purchased from the Collins Company a home which among other things was to contain a Westinghouse electric range. When the house was ready for occupancy it was equipped with another and cheaper model of range. At the time Mead took possession of the house he knew that a different range had been installed.

In subsequent litigation the higher court held that Mead could not recover damages from the Collins Co.

For comparison, see *Nebster v. Beepe*, 77 Atl. (2d) 769. Here a purchaser accepted an appliance without any complaint at this time. The purchaser delayed several months before

(Continued on page 174)



# AHEAD AGAIN IN '53



Duchess provides a model for every price range

**WRINGER  
WASHERS**

**4** MODELS

**SEMI-  
AUTOMATICS**

**2** MODELS

**FULLY AUTOMATIC  
CLOTHES DRYERS**

ELECTRIC  
GAS  
LP GAS

Six models—six price steps—from the low-cost promotional Model A1-0-1 to the super deluxe Model A9-0-7 give you a Duchess for every need. Each model is a bargain at its price. Each has easily demonstrated features that clinch sales fast on any comparison. Feature the complete Duchess washer and automatic dryer line for GOOD TIMES IN '53!



MODEL  
A9-0-7



MODEL  
A14-0-1



MODEL  
A1-0-1

**HIT  
OF THE  
CHICAGO  
MARKET**

*Duchess*

**THE DUCHESS  
COMPANY**

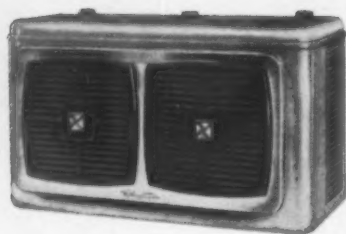
FAIRFIELD, IOWA

WRITE or phone for  
name of your  
Duchess Distributor

FULL SIZE 8-LB. WASHER  
FULL SIZE 8-1/2" STANDARD  
DELUXE LOVEL WRINGER  
FULL 1 YEAR WARRANTY

**\$69.95**  
LIST

Remington line includes console and window models— $\frac{1}{2}$  to  $1\frac{1}{2}$  H.P. Consoles offer a choice of beautiful mahogany and blonde wood finishes.



## Get your share of a Skyrocketing Business with *Remington* Room Air Conditioning

Now is the time to get in on the ground floor of one of the nation's fastest growing businesses—room air conditioning. And the best way to get your share of this vast, virtually untouched market is to take on the most complete line in the industry—Remington.

You can offer your customers a choice of console and window models, air cooled and water cooled, horsepower ratings from  $\frac{1}{2}$  to  $1\frac{1}{2}$ , a wide variety of AC and DC voltages. There's a size and type for practically any in-the-room, remote or multi-room installation.

You'll find installation especially easy, too. Air cooled models require no expensive plumbing, duct work or alterations.

Get in now and take advantage of Remington's Early Bird Package which gives you a free selection of direct mail material, literature, signs, decals, floor stand and other advantages you should know about. Get the facts today—mail the coupon.



REMINGTON  
AIR CONDITIONING  
DIVISION  
9-4 Willey Street  
Auburn, N. Y.

HEALTH and COMFORT  
by the roomful

Send me the facts on Remington Room Air Conditioners.

Name

Address

City

Zone  State

## There Ought to be a Law

CONTINUED FROM PAGE 172

registering his complaint that he was dissatisfied. The higher court held that the seller could not be liable to the purchaser and the latter must pay.

### MANAGER IS PERSONALLY LIABLE

Considerable discussion has arisen over the question: "Can an employee or official be held personally liable on contracts he signs for his employer?"

The courts hold that a corporation employee who makes a contract in his own name, without disclosing the identity of the corporation he represents may render himself personally liable.

For example, in *A. A. Electric Company, Inc., v. Block*, 193 S. W. (2d) 631, the testimony showed facts, as follows: Mr. White was president and manager of a corporation. He purchased a considerable quantity of equipment and merchandise for the corporation which unknown to White the seller charged personally to White.

In subsequent litigation White contended that he was not obligated to pay for the merchandise because it was utilized by the corporation.

The higher court held White personally liable to pay for all of the purchased merchandise. This court explained important law, as follows:

"An official or agent who would avoid personal liability on a contract entered into by him on behalf of his principal has the legal duty to prove not only the fact that he was acting in a representative capacity, but also that the identity of his principal was disclosed to the other party before the contract was made."

### ANY AGENT IS PERSONALLY LIABLE

Recently the writer traveled several western and northwestern states and the above decision was being discussed with an official of a wholesale electrical supply company when he said: "White was the president of the corporation, but that law would not apply to an ordinary employee, would it?"

The answer is: The same law is applicable to all employees, officials and agents. This is so because the higher courts hold any employee is personally liable on contracts he makes for his employer although the other contracting party knows that he represents the corporation: (1) if he makes a false statement or representation of his authority, with intent to deceive; (2) if he knowingly makes a false statement or representation, without intention to deceive; (3) if he does a damaging act believing he has authority, but actually has none; (4) if he acts on authority from his superior and does an unlawful act; or if employee improperly signs his name to a contract for his employer. *Tripp v. Bell*, 78 S. E. (2d) 125.

Also, see the leading case *Gill v. General Electric*, 129 F. 250. Here the testimony showed that a manufacturer of electrical merchandise submitted to a retail firm named Gill and Company an offer to sell certain specified merchandise. This offer was accepted as follows:

"To General Electric Company:

Your proposal is hereby accepted. Gill and Company, By W. B. Gill."

W. B. Gill was an ordinary employee of the firm, and employed on a salary basis. Gill and Company became insolvent and the manufacturer sued W. B. Gill to recover the money due. The court held:

"It is true, that he (W. B. Gill) was not a partner in the firm of Gill and Company, but it is also true that it is impossible to ascribe any other significance to his signature."

A review of late and leading higher court decisions disclose that an official or employee is relieved of all risk of personal liability on contracts which he signs for his employer if (1) the name of the employer appears in the body of the contract, or on the letterhead; (2) the word "By" or "Per" precedes his signature; (3) and his capacity or title follows his signature; (4) and the employer's name proceeds the written signature.

Or, the employee is relieved from liability if he signs a contract "Agent for" his employer. "OF" and "FOR" is important on the outcome of the liability of an agent or employee.

See *Tucker Company v. David*, 98 Mass. 101. In this case the employee signed a contract as agent "of" his employer. The court said:

"The variation between the words 'For' and 'OF' seems at first view slight. . . . 'Agent of' a corporation named simply designates a personal relation of the individual to the corporation. 'Agent for' a particular person or corporation designates . . . that the act in question is done in behalf of and as the very contract of that other."

Therefore, an ordinary employee or official who signs his name "Agent of" his employer may be held personally liable on the contract. An employee or official who signs his name "Agent for" his employer never is personally liable.

### DISSATISFIED PURCHASER MUST PROVE CASE

According to a late higher court decision one who purchases alleged defective electrical equipment must prove, first, that the equipment was not equal to the seller's implied or expressed warranty, and, second, that he offered to return the equipment to the seller within a reasonable period of time after he discovered the defect. Otherwise he cannot recover damages.

For illustration, in *Baker v. Smith*, 46 So. (2d) 640, it was shown that a purchaser purchased from a seller an electrical refrigerator. After using the refrigerator several months the purchaser sued the seller and asked the court to award him damages and compel the seller to take back the refrigerator and refund the purchase price.

Since the purchaser failed to prove these allegations by disinterested witnesses, the higher court held the seller not liable to the purchaser who must keep the refrigerator. The court said:

"The conclusion is reached that plaintiff (purchaser) decided to recover the amount invested in the refrigerator, and that he concluded he needed a refrigerator of a different type." End



# Lead with *Preway* electrics



Model 35321

High voltage seven-burner se-lator burners, deep well, fully automatic push button controls. See open view.



Model 35303

carries many conven-  
ience features.



and  
*Preway*  
new  
Gas  
Ranges

give you  
every  
opportunity  
to sell  
aggressively

Model 35301  
fully automatic, four-  
burner apartment range.

Model 35302  
A great performer in a  
22" size.



Model 35310  
glazed, fully automatic oven  
with automatic even light-  
seven-position, high vol-  
tage burners; oven lighting  
and storage compartment.



Model 35322

fully automatic push  
button controls, high  
voltage seven-burner se-  
lator burners, deep  
well, double oven, two  
deep storage drawers.

*dynamic*  
in style

*automatic*  
in features

*magnetic*  
in  
price



Model 35323

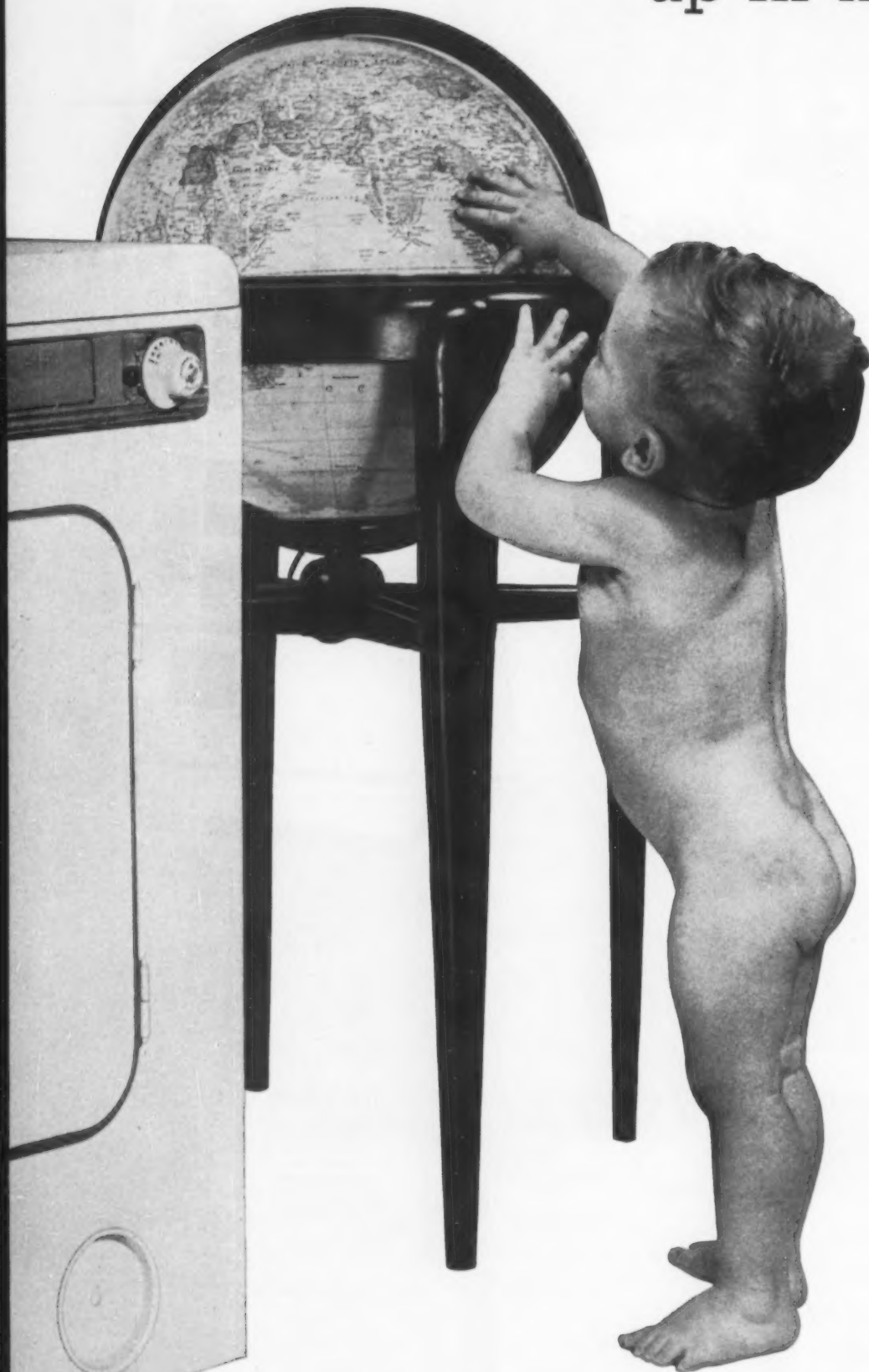
high voltage burners,  
deep well, fully auto-  
matic storage compart-  
ment and drawers.

**Y**OU'LL find Preway a literal golden opportunity to merchandise electric ranges. In every category of selling — features, performance, construction; in every bracket you sell in, Preway electrics give you the initiative. They put you out in front of competition with a brand of **VALUE** that's unmatched in the industry. Nothing builds your business better, or faster . . . or puts it on more solid ground, than demonstrated leadership. And Preway provides it, convincingly — at your full profit margin.

So investigate Preway, as hundreds of alert dealers already have . . . and come to your own conclusions. A call, or a letter, will bring you the happy facts.

**PRENTISS WABERS PRODUCTS CO.**  
9253 SECOND STREET, N., WISCONSIN RAPIDS, WIS.

# Our baby's sure getting up in the world



**W**HEN we helped pioneer the automatic dryer 13 years ago, like all proud parents we expected big things from our baby. But we can hardly believe how it's grown.

Sales of dryers using the Lovell Drying System are up 900% since 1949.

Over four years ago, we were predicting dryers would be a sensation, and were urging dealers to get their share of sales. Take advantage of this big opportunity now. Move in with dryers equipped with the Lovell Drying System . . . America's newest household blessing. Nine big features to help you sell:

1. *Dri-Rite Single Dial Control* provides:
  - (a) Automatic shut-off at desired dryness.
  - (b) Complete heat range for any fabric.
2. *New Extra-Large Infrared Element* has three times more heating area, purifies clothes, dries them more gently.
3. *Easy-To-Unload Door* is extra large, opens all the way. Gives full visibility.
4. *Air-Cooled Cabinet* allows easy access for cleaning or repairs.
5. *Easy-To-Clean Lint Trap*.
6. *Lint Trap Safety By-Pass* prevents clogging if user fails to empty trap.
7. *Outdoor Humidity Vent* is easily connected at rear, if desired.
8. *Vacuum Drying System* preheats air, costs less to operate, reduces lint accumulation.
9. *Handy Clean-Out Duct* to remove sand and small objects.

The Lovell drying system is used in 17 leading makes of tumble-type dryers, both gas and electric. Look for the Lovell Dri-Rite Single Dial Control.



*America's newest household blessing*

**Lovell** DRYING  
SYSTEM  
ELECTRIC and GAS  
LOVELL MFG. CO. • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer — and that the combination costs less than she thinks!)



# NEW PRODUCTS



ANNA A. NOONE

New Products Editor

## 1953 Range Lines



### WESTINGHOUSE Ranges

Westinghouse Electric Corp.,  
Mansfield, O.

**Models:** Westinghouse 1953 range line features a new automatic Corox with Electronic Eye surface unit on Commander double oven range. Other models in line include a 30-in. Imperial; single oven models Commander, Champion and Challenger and double oven Commadore.

**Selling Features:** Electronic eye unit measures temperature of food cooking in pan and maintains it automatically by turning current off and on as needed, preventing excessive temperature build-up in pan which causes burn or scorch. Controlled by single dial, marked off in 3 basic cooking zones: warm, boil and fry; each zone is subdivided into low, medium and high. Dial settings based on temperatures required for various cooking operations such as warm zone, at "low", for bottle warming; fry zone, "high" is for pan frying. Electronic Eye unit holds deep fat frying temperatures.

New plug-in type surface units on single and double oven Commander ranges—plug-in feature simplifies removal of unit from range for cleaning. 2-level speed cooker on both models has 2100 watt, 8-in. Corox unit. Cooker can be used as deepwell cooker or as surface unit when raised. Fast Super Corox gets red hot in 30 secs.

Restyled control includes new easy-to-read automatic timer clock that controls oven and one convenience outlet; full length fluorescent light; Miracle Sealed oven with Fiberglas heat guard seal; electric minute timer; aluminum storage drawers on nylon rollers are other features in both Commander models. Single oven has warming compartment.

Imperial 30 has glass look-in

door and 4 surface units; 24-in. oven holds two 18-lb. turkeys or 10-loaves bread; oven automatically controlled by electric timer-clock; oven light automatically turns on when door is open; divided top design; fast Super Corox and 2 other 6-in. units, plus an 8-in.



unit; high style control panel has Tel-A-Glance controls and appliance outlet; full-width storage drawer on nylon rollers.

Champion DD-74 features deepwell cooking and a 2100-watt, 8-in. surface unit with 2-level speed cooker. Other features include Super Corox unit, Miracle Sealed oven; electric timer clock; electric minute timer; Fresnel glass light panel; aluminum storage drawers on nylon rollers.

Commadore, CD-774 double oven model features Miracle Sealed ovens; Super Corox 6-in. unit; timer clock; restyled panel; Tel-A-Glance surface unit controls; 2 storage drawers on nylon rollers.

Challenger ED-74 has Tel-A-Glance surface controls; appliance outlet and single dial oven control; 3 full-size Corox units; 6-qt. Econo-Cooker; 3 drawers on nylon rollers.



### BENDIX Ranges

Bendix Home Appliances Inc., Div.  
Avco Mfg. Corp.,  
South Bend, Ind.

**Models:** 6 range models include one 30-in. range.

**Selling Features:** Outstanding feature is Circalite pushbutton color control with 7 graduated heats; each level of heat identified by lighted color of control. 2 models have deep cooking wells convertible to surface units, equipped with French fry baskets and heated by 2100 watts.

30-in. model has automatic oven extending width of range; 4 surface units; 7 graduated heats.



### DEEFPREEZE Ranges

Deepfreeze Appliance Div.,  
Motor Products Corp.,  
North Chicago, Ill.

**Models:** 2 new deluxe 40-in ranges RE-4 and RD-4.

**Selling Features:** Both models have 1-piece divided cooking-tops.

RE-4 has 2 ovens—a fully automatic banquet size plus economy size oven; both oven doors have picture view windows; black porcelain interior; 4 non-tilting oven racks with safety stops; insulated doors with self-sealing, heavy-duty springs; large oven has fully automatic timed heat control, smokeless broiler pan with reversible rack and interior light. Economy size oven, slightly smaller.

4 fast-heating Monotube units include a giant-size, a utility size and a deepwell cooker unit that automatically raises to surface level when cooker is removed; 7-speed controls on all units. Other equipment includes a full length fluorescent light a timed appliance outlet; an electric clock and oven timer and 2 storage drawers beneath ovens, and individual automatic pilot lights under each switch to indicate units in use.

RD-4, single oven model, same as RE-4 with warmer drawer instead of second oven; a modern control panel, illumination for entire cooking area; 6 qt. deepwell cooker.

Apartment models RA-3 and RB-4, will be continued in line.



### RCA-ESTATE Ranges

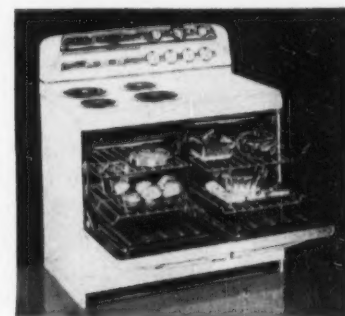
RCA Estate Appliance Corp.,  
Hamilton, Ohio

**Models:** 4 new RCA Estate ranges.

**Selling Features:** Top of line, model 5319, known as RCA Estate 111th Anniversary Dream Model, features 2 full-size ovens; speed broiler in left oven; built-in 3-heat independent Bar-B-Kewer unit in right oven. Converto-Grid, including super-giant unit underneath for kettles up to 25 qts.; up-down electric cooker unit; 4-way automatic control.

Color has been added: aqua blue clock face on deluxe models with golden knob and disk; blue deluxe Minute Minder with golden escutcheon on low-end models; gold RCA Estate nameplate plus RCA emblem on red; royal blue oven interiors and gray metalescent finish on drawer interiors and base.

Budget series under the Estate name will be continued.



### LEONARD Ranges

Leonard Div.,  
Nash-Kelvinator Corp.,  
Detroit, Mich.

**Models:** 9 new ranges in Leonard 1953 line—Six 40-in., two 30-in. models and a 21-in. model.

**Selling Features:** 40-in. models offer a choice of high or low back-guard, deluxe or standard switches, manual or automatic cooking and one or 2 ovens.

LER-93D, deluxe double oven,



When a man goes out to shoot ducks,



he just naturally goes where the ducks  
are most likely to feed



Then the ducks come to him!

(O.K. fellas... let's turn the page and see  
what General Electric has to offer....)



What's that got to do with selling appliances?  
Well, no insult to people. But, like ducks, they  
have a tendency to flock together in their  
favorite places. We have good reason to believe  
that in appliances, their favorite places are  
usually marked, "General Electric."

Here is why we think so...



People who are in the business of making surveys  
tell us that **53** out of every 100 women prefer  
General Electric Appliances. The man with  
The G-E Franchise has an advantage nobody  
else can have. One out of every two people  
starts off by preferring his line —



Isn't it best to make your store the place  
where most of your prospects have a  
natural hankering to go?

That's why we think that you, too,  
can...put your confidence in

# GENERAL ELECTRIC



**Major Appliance Division**  
Louisville 2, Kentucky

**GENERAL**  **ELECTRIC**

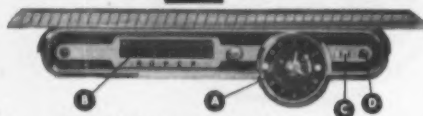


*Excitingly New! Extremely Profitable!*  
the compact 30-inch automatic

**ROPER**

**Space-Master gas range**

with features never before offered in any gas range



**EXCLUSIVE NEW**

"INSTA-SET PANEL Complete with (A) "Insta-Matic" clock, (B) Precision "Melody" Timer, (C) Electric outlet and (D) Fluorescent Light Switch.



**HUGE "THERMA-DOME" BROILER AND "BAKE-MASTER" OVEN**

Full 24 by 15½ by 17¾ inch capacity. Nothing like it for ideal broiling, oven cooking & baking.



**SENSATIONAL NEW**

"SPECTRO-MATIC" BURNER CONTROL Rainbow-hue valve handles that indicate by color the exact top-burner flame.

★ "Cool-Comfort" Cooking  
★ Comfort-Level Broiling

**five distinctive new models . . .  
all packed with sales appeal**

The sensational new ROPER "Space-Master" is much more than just another 30-inch range. It's brand new from top to toe-plate . . . with a host of exclusive features that provide your prospects with the ultimate in cooking pleasure. • Revolutionary in design, it requires only minimum floor space . . . yet has amazing cooking capacity. For fast, profitable sales and enthusiastically-satisfied customers, feature the fabulous new ROPER "Space-Master." Investigate this ultra-modern gas range today!

BUILT TO  STANDARDS



**backed by a complete  
promotion program plus  
powerful national  
magazine advertising**

*It pays to sell Roper*

**"America's Finest Gas Range"**

Write us about the profitable Roper franchise

**GEO. D. ROPER CORPORATION • Rockford, Illinois  
offices and warehouses in principal distribution centers**



## Leonard Ranges—(Cont.)

and LER-93 single oven, features Picto-Heat controls in color for surface cooking—as switch-knobs are turned, illuminated bars of light in different colors indicate exact heat as well as cooking areas in use.

LER-93 and LER-73 feature new dual-purpose “up-down” deep well cooker unit with built-in elevator.



Two 30-in. models feature “Great Scot” oven, 23-in. wide. LER-353 has an automatic oven and top-light. LER-323 has single oven thermostat knob control.

LER-14, 21-in. model, has full size 16-in. oven; single oven thermostat knob control, 4 surface units; automatic timer and lamp available as accessory.

All models have tilt-up surface units for easy cleaning.



## PERFECTION Ranges

Perfection Stove Co.,  
7609 Platt Ave.,  
Cleveland, 4, Ohio.

Models: 9 new Perfection ranges—six 40-in., two 36-in., and one 20-in. apartment size.

Selling Features: “Light Director” a chromium, 40-in. glare-free surface lighting unit, is available on models L-406, L-407 and L-408.

L-408 and L-404, 40-in. models have two ovens, one white. L-404 has “Adjusta-Lamp” surface lighting unit which raises and lowers; “Tele-View windows”.

L-407 has single white oven; super food warmer.

L-403 has Adjusta-Lamp, white oven; deep well cooker.

L-402 has Adjusta-Lamp, super food warmer; multi-use cooker.

L-406 has food warming drawer and deep well cooker in addition to “Light Director.”

L-401 has fluorescent lamp; food warming drawer and cooker. 36-in. models, L-305 and L-303.

# NEW PRODUCTS

L-305 has control panel lamp; super food warmer; deep-well cooker. L-303 has lamp accessory; skyscraper construction; storage space.

L-203 and L-200 20-in. models. L-203 has 4 fast-heating surface units; banquet oven. L-200, has 3 surface units, banquet size oven; broiler oven.

All 36- and 40-in. models have divided tops; white titanium porcelain enamel exteriors. Surface cooking units are double-coil Chromalox units with 7-heat speeds. The 36 and 40-in. models have a fast-heating unit for extra-fast starting and rapid boiling.

## 1953 Refrigerator Lines



## SERVEL Refrigerators

Servel Inc.,  
119 N. Morton Ave.,  
Evansville, Ind.

Device: Servel's 1953 line of refrigerators features a new automatic Ice-Maker in 3 of its absorption models and 4 electric compression models, both types providing 9, 10 and 11 cu. ft. capacities.

Selling Features: Ice-Maker molds “ice circles” in half moon shape instead of cubes, dries them, drops them into basket where they remain loose and easily accessible, eliminating manual filling and emptying of ice trays. As “ice circles” are removed from basket, the ice-making unit automatically replaces them, stopping only when basket is refilled; basket holds more ice than usual 4-trays, although entire unit takes up no more room than do 4-trays.

Electric absorption models equipped with automatic Ice Maker are: 1139E, 1037E and 939E. 1139E has 2 doors; separate freezer compartment; 11.8 cu. ft. storage capacity, 2 cu. ft. frozen storage.

1037E single door model has 10.4 cu. ft. capacity; full-width, 1.3 cu. ft. freezer compartment.

939E, 2 door model has 9.6 cu. ft. capacity; 1.7 cu. ft. separate freezer compartment.

Electric compression models equipped with automatic Ice Maker: 1139C, 1137C, 939C and 937C. 1139C and 939C are 2-door models, with 11.7 and 9.5 cu. ft.

total capacity respectively. 1137C and 937C are single door models with 10.8 cu. ft., and 9.1 cu. ft. capacity.

Models without the ice maker include 4 absorption models with capacities from 8.3 cu. ft., to 11.8 cu. ft., 4 electric compression models with capacities of 9, 10 and 11 cu. ft.

Other features in 1953 line include removable egg trays; butter conditioner in door; new door latch; quick-cold shelf; automatic defrosting; dew-action vegetable fresheners; removable hostess tray; adjustable shelves; cold control.



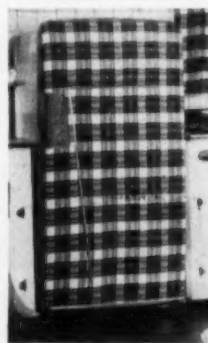
## BENDIX Refrigerators

Bendix Home Appliances Div.,  
Avco Mfg. Corp.,  
South Bend, Ind.

Models: Bendix enters refrigerator line with 6 models.

Selling Features: Full-width frozen food shelf highlights line with automatic defrosting on most models; shelves built into door; butter keeper and space for 1/2 doz. eggs recessed into door with its own 6-position control to keep butter and eggs at proper use temperature.

Models range from a 2-door, 13 cu. ft. model to an 8-cu. ft. economy size; one 11-cu. ft. model and three 9.5 cu. ft. models complete line.

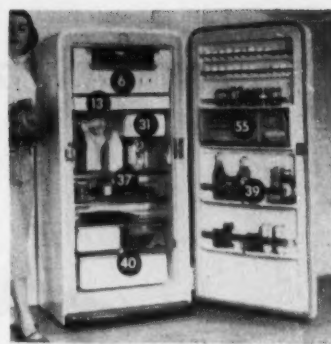


## INTERNATIONAL HARVESTER Refrigerators

International Harvester Co.,  
180 N. Michigan Ave.,  
Chicago, 1, Ill.

Models: I-H 1953 refrigerator line includes 10 models, and features 2 “Decorator” models, and “7-climate refrigeration”.

Selling Features: “Decorator” models, L-105-DM and L-84-DM, designed so front can be covered with 1 1/2 yds. fabric of any color or pat-



tern to blend with other kitchen accessories, curtains, walls or tablecloths. Molding around door and on front of door can be removed with a knife; fabric attached to cellulose adhesive tape around edge of door, and molding replaced. A clear plastic push-plate can be added to replace door handle, (door opens by foot pedal). Each “Decorator” model will be shipped from factory covered in a Ben Rose designed fabric plus additional piece of fabric of different design for change.

Other features of “Decorator” models include “7-climate refrigeration,” push-button, automatic defrosting; horizontal 50-lb. freezer capacity; shelves in door; green inner door panels; L-105-M has green through interior.

8 models have “7-climate refrigeration.” Climates consists of 6 deg. freezer compartment; 13 deg. chill tray; 31 deg. moist meat tray; 37 deg. general storage compartment; 40 deg. humid vegetable crisper; 55 deg. butter conditioner; 39 deg. door shelves.

Push-button automatic defrost in 6 models. 9 models have shelves on doors; 8 have built-in bottle openers; 9 have horizontal evaporators; 5 have green interiors through-out; all 10 have green inner door panels and breaker strips.

Capacities are as follows: one 7 cu. ft. model; 5 8-cu. ft. models; and 4 10-cu. ft. models.



## WESTINGHOUSE Refrigerators

Westinghouse Electric Corp.,  
Mansfield, O.

Models: 7 refrigerators in Westinghouse 1953 line include an 11.4 cu. ft. 2-door combination refrigerator-freezer; 4 single door; combination refrigerator-freezers with Frost-Free automatic defrost and 2 conventional models.

Selling Features: TFE-114, 2-door combination has 77 lb. freeze

THE NEW DAY HAS DAWNED FOR MODERN KITCHEN MERCHANDISERS

*Announcing*

**REPUBLIC**

**REPUBLIC STEEL**

*Kitchens*

*Find out what this new big*





# STEEL KITCHENS

*...Planned, built, and sold by one of the world's largest steel companies.*

It's a completely new line—newest and most complete on the market—with new selling features, new accessories, new styling.

With it come new plans, new policies, new sales programs, all designed to put you in the kitchen business in a big way.

The market is big... the line is right... the sales program is in high gear. The new day in kitchen merchandising is here... NOW.

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# Westinghouse Refrigerator (Cont.)

chest, refrigerated on 5 sides—top, back, bottom and 2 sides; 2 14-cube and one 28-cube Handiout aluminum ice trays; 18 lb. sliding drawer type Meat Keeper, aluminum with plastic front; 2 roll-out shelves in lower section; butter keeper holds 1/2 lb. butter at spreading temperature, white plastic dish included; 2 aluminum Humidrawers hold 1/2 bu.

12-cu. ft. combination DFE-12 and 10 cu. ft. model DFE-10 have Magic Door Opener; freeze chests hold 56 lbs.; individual temperature controls for freezer and refrigerator compartments; 2 roll out shelves in DFE-12 and one in DFE-10. Butter keeper with plastic dish; artic blue snack rack in door of DFE-12 has 2 egg shelves, 3 storage shelves and a shelf with guard rail for tall bottles DFE-10 snack rack has one less shelf.

DFE-84, 8.4 cu. ft. deluxe Frost Free automatic, similar to DFE-12 and DFE-10; Freeze chest holds 42 lbs.; 1 roll-out shelf; 18 lb. meat keeper; full width Humidrawer.

DFE-75 Frost free model has 71/2 cu. ft. capacity, freeze chest holds 28 lbs; refrigerator is only 24 in. wide; 3 14-cube Handiout aluminum ice cube trays; snack rack has 2 egg shelves, 2 small package shelves; full width Humidrawer.

Conventional models, DE-9 and DE-8, 9 and 8 cu. ft. capacities. Both models have full-width freezer that holds 42 lbs and 28 lbs respectively; DE-9 has tray under freezer that holds 14 lbs. frozen food; 18 lb. meat keeper; full-width Humidrawer; snack rack has 2 egg shelves and 2 bottle and small container shelves. DE-8, has full-width 1/2 bu. Humidrawer.



## LEONARD Refrigerators

Leonard Div.,  
Nash-Kelvinator Corp.,  
Detroit, Mich.

Models: Leonard 1953 line includes 10 new refrigerators.

Selling Features: 5 of the new models have cabinets 28 1/2 in. wide; 2 are 2-door refrigerator-freezer combinations: LMTC 31 in. wide and LKTC, 28-in. wide. Both models have 2 separate refrigerating systems, separately controlled for frozen food and fresh food compartments. Insulation in each compartment is so complete that change of temperature setting in

# NEW PRODUCTS

one compartment will not affect temperature in other. "Humidplate" controls moisture as well as cold in lower fresh-food compartment and defrosts itself automatically. LMTC has 12 cu. ft. capacity and LKTC, 9.4 cu. ft.

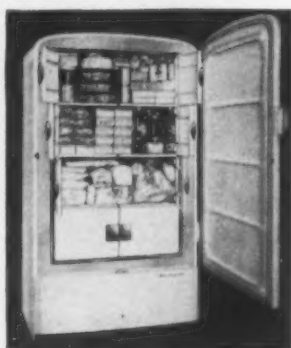
Two 11 cu. ft. models, LMAC and LMPC, have 43 lb. freezer chests. LMAC has clock-operated defrosting; LMPC has pushbutton-started Magic Cycle defrosting.

Three 9 cu. ft. models, 28 1/2 in. wide, have 34 lb. freezer capacity. KLAC has clock controlled Magic Cycle defrost; LKPC has pushbutton; LKHC has manual defrost.

LKSC, 10 cu. ft. model, 28 1/2 in. wide, has side-mounted frozen food chest, 30 lb. capacity.

Two 7-cu. ft. models, LNHC and LAN, have 26 and 25 lb. freezer chests.

## 1953 FREEZER LINES



## WESTINGHOUSE Freezers

Westinghouse Electric Corp.,  
Mansfield, O.

Models: 3 new Westinghouse upright freezers, UFE-85, UFE-12 and UFE-180.

Selling Features: UFE-85 has 8 1/2 cu. ft. capacity; UFE-12, 12 cu. ft.; and UFE-180, 18 cu. ft. Built-in freeze-file inventory recorder located on outside door shows at a glance where food is located in freezer before opening freezer door.



Marked into 7 food classifications: meat, vegetables, fruit, poultry, fish, pastry and miscellaneous; plastic record sheets marked by type food, date frozen, where stored.

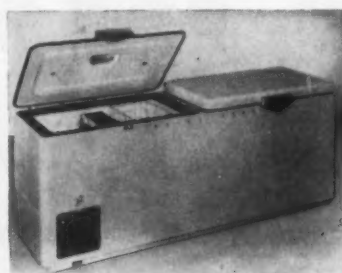
8 1/2 cu. ft. model holds 300 lbs. food; 3 inner compartments, 2 with loading shelf doors, one roll out storage bin; freezing shelf for fast freezing provides 10 to 15 degs. below zero at normal control set-

ting; single dial control operates refrigerating system; roll-out drawer of lower compartment mounted on nylon rollers; guard light goes off when current is turned off or power shortage occurs.

12 cu. ft. model holds 420 lbs. identical to 8 1/2 cu. ft. model except has 4 inner compartments—3 with loading shelf doors and a slide-out tray for juice concentrates.

18-cu. ft. model holds 630 lbs.; 36 in. wide; 4 inner compartments with center opening doors; quick freeze area in lower compartment.

Removable pastry, adjustable sliding shelf, 1-piece cabinet shell; self-aligning door latches; Westinghouse Economizer hermetically sealed units with built-in Watchman thermostat; vinyl door gaskets.



## SERVEL Freezers

Servel Inc.,  
119 N. Morton Ave.,  
Evansville, Ind.

Models: 5 Servel freezers—3 chest and 2 upright models.

Selling Features: Chest models are of 9, 15 and 22-cu. ft. capacity; have 2 1/2 cu. ft. super-speed quick-freeze compartments; each model equipped with baskets, dividers adjustable to 4-positions, and racks which hold up to 27 frozen fruit juice cans. 2 larger models have 5 pastel-plastic boxes with transparent tops for desserts or left-overs. All models have counterbalanced lids with built-in locks and automatic lights. 22-ft. model has 2 lights under its 2 lids.

Upright models have 11 and 15-cu. ft. capacities; icicle blue with gold trim is used throughout; 3 door racks; 4 shelves; freezing coils form a component part of open-wire shelves, permitting circulation within freezer and minimizing spilling out of cold air when door is open. All models insulated with glass fleece.

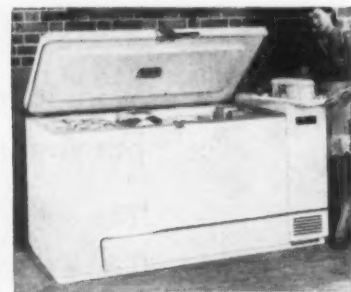


## AMANA Freezer

Amana Refrigerator, Inc.,  
Amana, Iowa.

Model: Amana 14 cu. ft. chest type freezer No. 140.

Selling Features: Holds 490 lbs. frozen food; 36 in. high, 56 in. wide, 30 in. deep; Amana Power-pack unit, hermetically sealed; side walls are contact freezing surfaces; tubing is fastened to liners to insure good conductivity; low temperature Fiberglas insulation hand-packed and sealed against moisture features easy-opening full top lid, removable baskets; built-in lock; mercury-switch light that goes on automatically when lid is open, temperature indicator and damper-proof temperature control on front of cabinet.



## INTERNATIONAL HARVESTER Freezers

International Harvester Co.,  
180 No. Michigan Ave.,  
Chicago 1, Ill.

Models: I-H 1953 freezer line includes 4 chest-type freezers. L-7, L-12, L-16 and L-20.

Selling Features: All models designed with flat table-top lids for extra work surface; "Dri-Wall" construction prevents moisture from forming on outside walls; fast-freezing on 5 interior surfaces; powered by I-H quiet "Tight-Wad" compressor unit; warning lights on exterior; interior light in lid automatically goes on when freezer is opened; locks standard on 3 models, optional on L-7; automatic temperature controls pre-set at factory.

L-7, 7-cu. ft.; stores 245 lbs; 1 wire basket, 1 divider.

L-12, 11.1 cu. ft. stores 388 lbs.; 2 baskets; 2 dividers; plastic hostess tray; plastic ice cube containers; 2 plastic utility shelves hold 6 packages frozen food each.

L-16, 16 cu. ft.; stores 560 lbs.; 3 baskets, 2 dividers; plastic hostess tray; plastic ice cube container, 3 plastic utility shelves.

L-20, 20 cu. ft. "space saver"





## 4 powerful reasons why you get more of what you want in **1953 CHEVROLET** Advance-Design Trucks

### **MORE TRUCK FOR LESS MONEY!**

Chevrolet trucks list for less than any others of comparable specifications. Yet they bring you features and advantages found in few other trucks. For example, the advanced Loadmaster engine—standard in 5000 and 6000 Series heavy-duty and forward-control models (optional on 4000 Series heavy-duty trucks)—brings you a great increase in horsepower and a new high-compression ratio of 7.1 to 1.

### **FACTORY MATCHED TO YOUR JOB!**

Every unit of the Chevrolet truck you buy is balanced to the job. Tires, axles, springs, engine, frame, body and brakes form a team carefully engineered for the greatest efficiency—and the lowest cost.

### **GREATER VALUE FEATURES!**

Two valve-in-head engines—the Thriftmaster and the Loadmaster—provide greater gasoline economy plus outstanding power and performance. Sturdy Hypoid Rear Axle, Unit-Designed Bodies, Flexi-Mounted Cabs and many other Advance-Design features offer value unmatched by any other truck at such low cost.

### **MORE RUGGED THAN EVER!**

In 1953, Chevrolet trucks are even sturdier. Bigger, more durable brakes on many models; heavier, more rigid frames and stronger construction lengthens truck life and lowers your hauling costs. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.

### **CHEVROLET ADVANCE-DESIGN TRUCK FEATURES**

**TWO GREAT VALVE-IN-HEAD ENGINES**—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTI-PANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.



**Cadillac dealers  
have spots before  
their eyes!**



**"five-spots"  
"ten-spots"  
...never any dull spots**

## NEW FEATURES MAKE THIS Cadillac A BEST SELLER!

NEW disposable dust bag . . . NEW "floating brush" floor nozzle . . . NEW color—silver grey Hammerloid . . . NEW "snap-back" handle . . . NEW toboggan-type runners . . . NEW bayonet locking device on attachments . . . NEW simplified filter . . . PLUS 2-speed control. These features and many more make the Model N800 cylinder-type Cadillac click with homemakers.



MODEL 143A

Get behind the Cadillac line now. Sell the cleaners that have been proved and praised since 1911 by dealers and homemakers alike. Nationally advertised in AMERICAN HOME, SATURDAY EVENING POST, FARM JOURNAL, WOMAN'S HOME COMPANION and AMERICAN MAGAZINE.

Write today for complete information about Cadillac cleaners. Find out about Cadillac's liberal discount policy . . . and get the name of your Cadillac distributor.

**CLEMENTS MFG. CO.**

Dept. A, 66509. Narragansett Ave., Chicago 38, Ill.

For more than 40 years sold only by reliable dealers and distributors.

## NEW PRODUCTS

### Int. Harvester Freezer Cont.

stores 700 lbs. floor space as L-16; 3 stainless steel baskets; 2 stainless steel dividers; green plastic hostess tray; plastic ice cube container; 4 plastic utility shelves; 4 lever release ice cube trays; wire baskets for trays.



**ICEBERG Freezer**

Iceberg Freezer Corp.,  
203 N. Wabash Ave.,  
Chicago, 1, Ill.

Device: Iceberg upright, drawer-type freezer, No. 18.

Selling Features: 3 pull-out drawers retain cold air with minimum cold-loss; removable  $\frac{1}{2}$  h.p. hermetically sealed Tecumseh unit at top of cabinet; new turbine-circulator type cooling eliminates frost forming on food or drawers—no special heating devices necessary to prevent freeze-ups; temperature adjustable to 20 degs. below zero; baffles and rubber drawer gaskets hold in cold air; baked white enamel exterior, curved front panels, recessed chrome drawer handles; 72 in. high, 41 in. wide, 30 in. deep; 18 cu. ft. capacity.

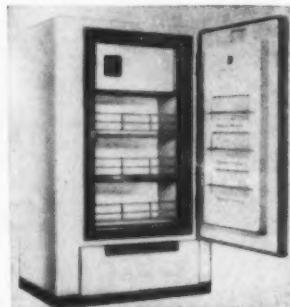


**HOTPOINT Freezer**

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago, 44, Ill.

Device: Hotpoint 11.2 cu. ft. upright freezer No. EM-112-7.

Selling Features: Stores up to 400 lbs. frozen food at zero; open refrigerated shelves for maximum air circulation will freeze up to 35 lbs. food every 24 hrs.; 2 top shelves designed for fast freezing; adjustable temperature control automatically maintains constant zero cold;  $\frac{1}{2}$  h.p. hermetically-sealed cooling system; 5-position center sliding shelf, 2 lower sliding baskets suspended on nylon rollers; each basket holds up to 22 lbs. frozen foods.



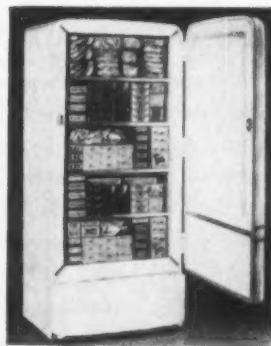
**WILSON Freezers**

Wilson Refrigeration Inc.,  
Smyrna, Delaware

Models: 2 1953 lines of restyled, self-contained Wilson home freezers.

Selling Features: Upright models in 15, 20 and 25 cu. ft. sizes, feature color combination of white with blue and gold trim and a black base; blue and gold exterior color scheme carried over to inside of freezer. Other features include contact freezing on every shelf; special high-speed freezing section that has its own inner door; frozen juice pockets, countersunk in door; package-retainer grids on every shelf; automatic warning light; pull-out handi-bin for wrapping materials; easy-to-reach temperature control.

Chest models in 15, 19 and 24 cu. ft. sizes have blue and gold trim inside and out; special storage for frozen juices in a new gold tray. Compartmented storage sections top divided by sliding baskets, bottom by rust-resistant dividers; wrap-around freezing walls; separate high-speed freezing section; interior flood light; automatic warning signal, temperature control.



**GIBSON Freezer**

Gibson Refrigerator Co.,  
Greenville, Mich.

Model: 17-cu. ft. upright freezer, No. HFU-170.

Selling Features: Holds 590 lbs. food; refrigerated shelves and cabinet bottom provide direct contact with goods; 2 shelves removable to allow space for extra large food packages hermetically sealed  $\frac{1}{2}$  h.p. compressor; 32 in. wide; DuPont Dulux interior and exterior.

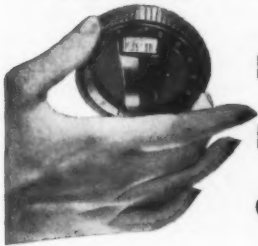




# Are you trying to sell "warmed over VHF" to UHF prospects?

(NOT IF YOU SELL ARVIN TV, ENGINEERED WITH BUILT-IN, ALL-CHANNEL TUNING!)

## Arvin Built-in All-Channel TV



**needs no tuner strips,  
no converter, gets all 82  
channels on one knob!**

Note in the list at right how widely the number of UHF allocations varies from city to city. And observe how almost every area will have more—far more—than the total of 12 channels to which many TV sets, even today, are limited.

Your customers want to receive those new channels! But will they want to buy a new tuning strip—at \$13.95 each—and pay for a service call every time a new UHF station opens? And how will they feel if they move to other localities and have to replace *all* their UHF tuner strips?

A UHF converter—whether it's placed inside or outside the cabinet— isn't the real answer either. It has to

convert UHF signals down to a VHF frequency. So it sacrifices the interference-free characteristics of UHF and requires complicated two-knob tuning.

You—and your customers—can avoid these headaches when you sell Arvin Built-In All-Channel TV... the set that receives all VHF, all UHF stations within range as fast as they come on the air. All on a single tuning knob! Nothing else to buy, no service call needed! And ready for instant reception anywhere!

Arvin is the *first* TV engineered and produced with all-channel tuning *built in*. You can profit handsomely from Arvin's leadership.

**Arvin Built-In All-Channel TV is priced as low as \$249.95\***

Arvin Jet Chassis has 24 tubes including rectifiers and picture tube, assuring distance, picture quality and interference control that simply cannot be provided by fewer tubes.

Dual Power and Cascade Booster Tuner build up weak signals, prevent overloading by too-strong signals. No external booster needed.

17-inch Perma Focus picture, with slanted glare-proof safety glass.

Internal Blanking eliminates all vertical retrace lines.

Secondary Controls in front, behind center panel.

Other Arvin advantages for 1953 include greater contrast, increased stability, higher audio output, increased sensitivity, and decreased noise factor.

The complete Arvin line includes sixteen 17-inch, 21-inch and 27-inch models with built-in, all-channel tuning. For areas which have no UHF channels allocated, Arvin also provides a wide range of straight VHF models.



\*Including tax and warranty. (Slightly higher in extreme South and West.)

A few selected distributor franchises are still available.

Write R. P. Spellman, Sales Manager • Radio and Television Division

**ARVIN INDUSTRIES, Inc., COLUMBUS, INDIANA**



**NO MATTER** how many TV stations ultimately will be in your area...

**or WHETHER** they're VHF or UHF...

**ARVIN BUILT-IN ALL-CHANNEL TV** will receive **ALL** stations within range, as soon as they come on the air!

This list of the principal metropolitan areas shows the number of TV stations allocated to each, within 60 miles. Arvin is first to provide built in, all-channel tuning to receive them all—at the turn of a single knob!

Metropolitan Area	Number of VHF stations	Number of UHF stations	Total
Albany-Schenectady-Troy	1	12	13
Atlanta	5	12	17
Baltimore	9	15	24
Birmingham	4	14	18
Boston	7	17	24
Buffalo	5	10	15
Chicago	5	18	23
Cincinnati	5	11	16
Cleveland	3	15	18
Dallas	6	15	21
Denver	8	9	17
Detroit	6	12	18
Houston	4	8	12
Indianapolis	5	22	27
Kansas City	6	13	19
Louisville	2	10	12
Los Angeles	7	12	19
Milwaukee	3	11	14
Minneapolis-St. Paul	6	10	16
New Orleans	4	12	16
New York	8	16	24
Philadelphia	5	25	30
Pittsburgh	6	14	20
Portland	5	7	12
Providence	6	16	22
San Francisco-Oakland	7	15	22
Seattle	6	9	15
St. Louis	4	9	13
Washington, D. C.	7	13	20
Youngstown, O.	6	21	27



### SERVEL Air Conditioners

Servel, Inc.,  
119 N. Morton Ave.,  
Evansville, Ind.

Device: 2 Servel window-type room air conditioners.

**Selling Features:** Single dial controls entire operation in the  $\frac{1}{2}$  and 1 h.p. units; available in a choice of mahogany or blonde cabinets; 1-piece polystyrene interior cabinet rests inside on the window sill and provides quieter operation because there is no metal; 4-section grill, each of which enables user to choose any directional flow of air desired—up, down, right or left, or in any combination.

Thermostatic control standard on 1-hp. model and optional on  $\frac{1}{2}$ -h.p. model. Easily accessible filter can be replaced without disturbing any other part of unit.



### COOLERATOR Air Conditioners

Coolerator Co.,  
128 W. First St.,  
Duluth, 1, Minn.

Models: 4 new Coolerator room air conditioners—AB-33, AB-50, AB-75 and AB-100.

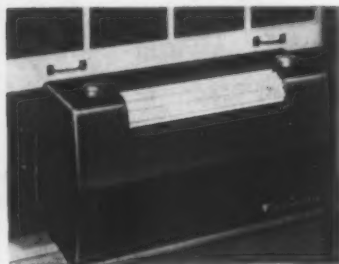
**Selling Features:** Neutral mirror-tone finish cabinet projects just far enough into window to permit additional decoration on flat-top surface; vents are located on front of cabinet; easy-to-read controls; control knobs indexed so that pointer end of knob is known without looking; tilting and projection of exhaust area of front grille eliminates tendency for recirculation of air directly back into intake side of grill before it has served its function of circulation in room; 2 sets of exhaust louvers designed so user can direct air.

Dust, dirt, fumes, moisture and heat and pollen are screened out; easy removable permanent filter; automatic thermostat regulates temperature; insulated; mounted on rubber snubbers; powered by Coolerator Zer-O-lator unit. Space-saver cabinet permits easy installation in windows as narrow as 24 in.

Sizes include  $\frac{1}{2}$  h.p.,  $\frac{1}{2}$  h.p.,  $\frac{3}{4}$  h.p. and 1 h.p.;  $\frac{3}{4}$  h.p. models also available in 208 volt and in 230 volt capacities and are designated AB-76 and AB-77 respectively.

## NEW PRODUCTS

### 1953 Air Conditioning Lines



### FRESH'ND-AIRE Air Conditioners

Fresh'nd-Aire Co.,  
Div. Cory Corp.,  
221 N. La Salle St.,  
Chicago, 1, Ill.

Models: 3 Fresh'nd-Aire 1953 window-type air conditioners provide year-round room comfort—heat, filters, dehumidify, cool, ventilate and exhaust air.

**Selling Features:** Models available in  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1-ton capacities feature single all-season weather control dial that makes it possible to filter and heat air; filter and cool air; filter and dehumidify; exhaust stale air. Becomes a low- or high-speed ventilator for filtered fresh air; has a special slumber speed for slow-speed night cooling.

A-334 and A-310 ( $\frac{3}{4}$  and 1-ton models) have automatic thermostat which enables automatic temperature control for heating and cooling.

Streamlined cabinet projects 9 $\frac{1}{2}$  in. into room; easy to install—clamps onto conventional sill.



### INTERNATIONAL HARVESTER Air Conditioners

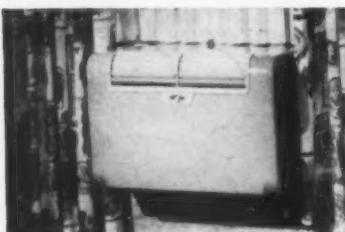
International Harvester Co.,  
180 No. Michigan Ave.,  
Chicago, 1, Ill.

Models: 3 I-H 1953 window-type air conditioners feature "Decorator" exterior used in I-H refrigerators—can be covered in any fabric to match or blend with curtains, draperies, floor covering, etc.

**Selling Features:** All models—L-350,  $\frac{1}{2}$  h.p.; L-500,  $\frac{1}{2}$  h.p.; and L-750,  $\frac{3}{4}$  h.p., have removable spun glass filters; I-H "Tight Wad" refrigerating unit;  $\frac{1}{2}$  and  $\frac{3}{4}$  models have air intakes at bottom of unit and 2 circular, adjustable grilles at top for air outlet.  $\frac{1}{2}$  h.p. unit has air intakes on sides and an across-the-top air outlet. Fan motor on all models in part of shell outside building to reduce heat and noise of operation.  $\frac{1}{2}$  and  $\frac{3}{4}$  h.p. units

have outside air dampers to control outside air coming into room.

All models can be fan operated for circulating air without cooling; rustproofed exteriors; operate on a.c. 115 volt. An additional model L-751,  $\frac{3}{4}$  h.p., is available for 230 volt operation.



### FRIGIDAIRE Air Conditioners

Frigidaire Div.,  
General Motors Corp.,  
Dayton, 1, Ohio

Models: Two new models have been added to Frigidaire window type air conditioners Super-33,  $\frac{1}{2}$  h.p., and Twin-75,  $\frac{3}{4}$  model.

**Selling Features.** Line now includes 4 models: Super-33, Super-50, Twin-75 and Twin-100— $\frac{1}{2}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1 h.p. capacities respectively.

All models similar in outward appearance and design; completely self-contained; easy to install; controls on top of unit with 4-way adjustable louvers and vanes at top front to direct air flow; Meter-Miser compressor. Super-33 and 50 have only one Meter-Miser; Twin-75 and 100, have 2 Meter-Miser systems, providing "selecting cooling." One Meter-Miser supplies adequate capacity to cool and dehumidify room during night or in temperate weather, during extremely hot days both can be operated simultaneously; blower fan can be operated separately to provide air circulation only; unit projects 13 in. into room; dove gray enamel finish.



### REMINGTON Air Conditioners

Remington Air Conditioning Div.,  
Remington Corp.,  
Auburn, N. Y.

Models: New deluxe  $\frac{3}{4}$  h.p. and 1-h.p. window air conditioner has been added to Remington 1953 air conditioner line, which will include 2 console units—1 h.p. and 1 $\frac{1}{2}$  h.p.—and 5 window units in capacities of  $\frac{1}{2}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1 h.p.

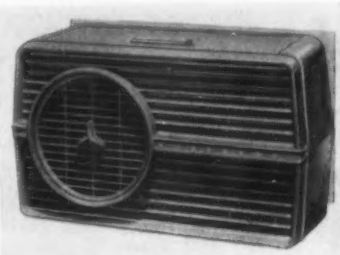
**Selling Features:** Console models housed in genuine wood cabinets, light or dark mahogany. 1-h.p. model, "The Director" and 1 $\frac{1}{2}$  h.p. unit, "The Overton." Several water-cooled consoles also available

in both sizes; Leader models, identical to consoles in baked-on enamel cabinets of furniture steel in chestnut brown will also be available. Other features of console line includes "Climate Compensator" which adapts single unit at flip of switch to air conditioner for hot dry climates or to an air conditioner providing dehumidification for extreme humid climates. "Positive ventilation" provides fresh outdoor air in draft-free quantities; "Variable Velocity" air outlets adjustable to deliver air in several directions at any desired velocity. "Heating" at 7000 btu per hr. to warm room and ventilate air, maintaining automatically a comfortable equalized temperature.

5 window units provide ventilation, circulation, filtering, noise elimination, with or without cooling and dehumidification, with a simple 4-position control on Master models. Additional control knob operates damper for ventilation or exhaust.

Deluxe models have Climate Compensator; automatic thermostat control which shuts unit off or on to maintain pre-selected room temperature; also can be operated on a Hi-Lo choice when unit is operated for ventilation and re-circulation but not cooling.

Decorator designed cabinets in Mission Grey with Beige, twin plastic grilles. Easy filter removal. Twin grilles of  $\frac{3}{4}$  h.p. units provide 16 directional air pattern; grilles of all units completely rotatable through 360 deg., provide draft free air output up, down, right or left.  $\frac{1}{2}$  h.p. and  $\frac{3}{4}$  h.p. units in identical cabinets, extend into room 10 $\frac{1}{2}$  in.  $\frac{3}{4}$  h.p. model projects 12 $\frac{1}{2}$  in.



### FEDDERS-QUIGAN Air Conditioners

Fedders-Quigan Corp.,  
57 Tonawanda St.,  
Buffalo, N. Y.

Models: 5 window-type and 8 console air conditioners in 1953 line.

**Selling Features:** A  $\frac{3}{4}$  ton deluxe and a 1-ton standard unit has been added to line. Other models, redesigned are  $\frac{1}{2}$ ,  $\frac{1}{2}$  and  $\frac{3}{4}$  ton capacities. Console line consists of  $\frac{3}{4}$ -, 1- and 1 $\frac{1}{2}$ -ton models.

Window models feature "built-in weather bureau"—a push-button control system; twin filters, V-type evaporators, capillary-type thermostat controls; rotary grill directs air flow at 360 deg. cycle; exhaust and intake operations have been improved; chassis interchangeable between  $\frac{1}{2}$  and  $\frac{1}{2}$  ton units, and between  $\frac{3}{4}$  and 1-ton models. Bronze green and ivory finish. Consoles, blonde and mahogany.



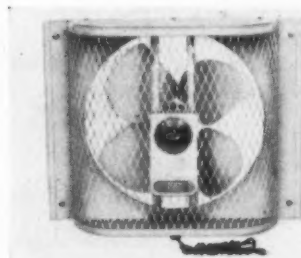


**G-E Fan**

General Electric Co.,  
Bridgeport, 2, Conn.

Model: G-E "All-Purpose" fan No. S-125.

Device: 12-in. home and office fan; wide blades attached to motor shaft by rubber hub for quiet operation; oscillating or non-oscillating at twist of knob; 2-speed, fingertip switch at rear of motor housing; quiet induction motor; broad plastic base cushioned to prevent marring high finishes; porous-metal bearings; all parts lubricated from single, large reservoir—no lubricant to add for years; C-slot motor support with wing-nut tilting adjustment; wall mounting slot; frost-grey finish; 62 watts; 1000 cfm volume, 1350 ft. per min. velocity.



**EMERSON-ELECTRIC Window Fans**

The Emerson Electric Mfg. Co.,  
St. Louis, 21, Mo.

Models: 4 new reversible window fans—24- and 30-in., and 16- and 20-in.

Selling Features: All models are electrically reversible—they blow out at a flip of switch or pull cool night air in; 2-speeds; split-phase, resiliently mounted motors on 24- and 30-in. models; current-saving capacitor motors with balanced blades on 16- and 20-in. models.

Large-volume 24- and 30-in. models can be installed in lower



# NEW PRODUCTS

## 1953 Fan Lines

portion or upper portion of double-hung windows; Fittings furnished for both types.

Adjustable panels permit quick easy installation of 16- and 20-in. models in windows 29½ to 36 in. in width; mounting chains supplied with fans permit installation in windows from 16 in. wide to 29 in. for 16 in. fan, and in windows 20-in. to 29-in. wide for 20 in. fan.

On highspeed 24-in. fan delivers 5000 cfm; 30-in. fan, 6700 cfm. 16-in. fan 2000 cfm; and 20-in. fan 3200 cfm. 16- and 20-in. models have new shallow cabinets, new type blades and silver gray finish.

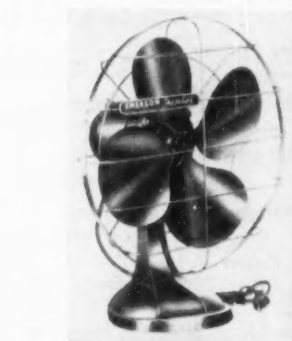


**KISCO Window Fan**

Kisco Co., Inc.,  
2400 - 40 De Kalb St.,  
St. Louis, 4, Mo.

Model: Kisco 20-in. cabinet window fan.

Selling Features: Equipped with deep pitched, 4-blade Torrington impeller, designed for quiet operation; enclosed with perforated metal guard; 2 sets of detachable extension panels simplify installation in windows from 24 to 38 in. inclusive; heavy-duty 1/12 h.p. 2-speed motor; delivers 3200 cfm on high 245 watts and 2300 cfm on low; green hammered baked enamel.

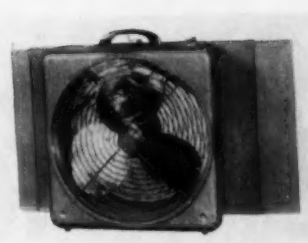


**EMERSON-ELECTRIC Fans**

The Emerson Electric Mfg. Co.,  
St. Louis, 21, Mo.

Models: New line of Emerson Junior oscillating fans.

Selling Features: Line includes a 10-in., 1-speed Emerson Junior oscillator and a 12-in., 2-speed model; both have metalescent bronze or surf green finish; quiet, cool-running induction motor; large quiet-pitched blades; oscillation adjustment; streamlined design; hinged base for wall mounting.

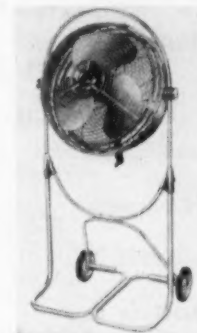


**ATLAS-AIRE Fans**

Atlas Tool & Mfg. Co.,  
5147 Natural Bridge Blvd.,  
St. Louis, 15, Mo.

Model: Atlas-Aire "Portabout" window fans.

Selling Features: Available in 10-, 12-, 16-, and 20-in. sizes; 3-fans-in-one; can be used in a window as an exhaust fan or reversed to draw in cool outside air, and it can be removed from frame and used as portable circulator. Atlas extender handle permits installation without tools in any normal size window—no screws, hooks or other gadgets. Constructed to create a wind-tuner action within fan barrel; motor and fan unit rests in resilient mounting; a 10-ft. cord with molded plug is standard; multiple-speed switch is standard on 12, 16 and 20 in. models; green iridescent Hammerloid baked-on finish; grills on both sides of fan unit can be removed for service; "easy-to-carry" handle permits lightweight fan unit to be lifted from frame and moved.

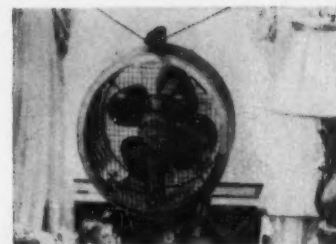


**EMERSON-ELECTRIC Air Circulator**

The Emerson Electric Mfg. Co.,  
St. Louis, 21, Mo.

Device: Emerson-Electric dual-purpose, 18-in. Roll-About circulator. Selling Features: Designed as large-volume air circulator for offices, stores and homes; requires no installation; fan is adjustable in height from 28 to 48 in. floor to center of blades; vertical tilt adjustment permits directing air flow within an arc of 180 degs. straight up to straight down; wheels permit portability.

Quiet-type blades; 2-speed capacitor motor; closely spaced spiral guards on front and back; silver gray finish; delivers 4350 cfm on high speed.



**WESTINGHOUSE Fans**

Westinghouse Electric Corp.,  
Electric Appliance Div.,  
Mansfield, O.

Models: 17 new models in Westinghouse 1953 fan line, featuring 4-way window fan, 16 RWF Riviera and new blade material.

Selling Features: 16RWF Riviera, portable, reversible window fan, operates at 2 speeds; may be used as exhaust or intake fan for any window in the home, or placed face-up on floor to provide all-round room circulation; 3,200 cfm capacity. Equipped with "air injector rings", plastic Hemcolite S-R blades boost air displacement by 40 percent.

16MA3 Mobilair, combination window ventilator on wheels, may be placed 3 ft. in front of open window to exhaust hot air; exhausts, circulates 3,200 cfm; deeper pitched blades, "air injector rings".

Models with new Hemcolite, 1-piece blades are: the 10LA4 Livelyaire desk bracket; 10PWV2 Poweraire window ventilator; 10DA2 Hassock Debonaire; 10PHV Poweraire home ventilator; 10PA2 Poweraire desk bracket fan.

Other fans in '53 line with Micarta blades: 16DA2 Hassock Debonaire; 16WF2 deluxe window fan; 16PA2 Poweraire desk bracket; 16SD3 standard desk bracket; 20WA2 Whirlaire long-range circulator; 16WAP2 pedestal Whirlaire; 16WA2 counter Whirlaire; 20WAP2 pedestal Whirlaire; 12-LA3 Livelyaire desk bracket fan with metal blades.



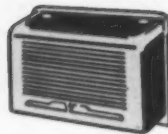
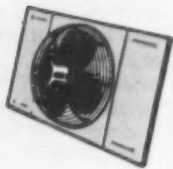
**KISCO Regal-Aire Jr.**

Kisco Co., Inc.,  
2400 - 40 De Kalb St.,  
St. Louis, 4, Mo.

Device: Kisco Regal-Aire Jr. hassock circulator.

Selling Features: Restyled with aero-dynamic louvres which provide safety and direct, unrestricted air stream; 1/40 h.p. 2-speed motor operates at 1500 rpm high and 900 rpm low; recirculates 2800 cfm on high and 1400 cfm on low; 12 in. blades; available in 2-tone chartrreuse with suede black top or 2-tone metalescent light rose on steel.

# Sell America's Fastest-



**A. R. A. Manufacturing Co.**  
Fort Worth 7, Texas

**Acme Industries, Inc.**  
Jackson, Michigan

**Aldrich Company**  
Wyoming, Illinois

**Allen Ventilator Division**  
Production Planning Co.,  
Rochester, Mich.

**American Solvent Recovery Corp.**  
Pur-Air Div., Columbus 3, Ohio

**Anchor Post Products, Inc.**  
Fluid Heat Division,  
Baltimore 24, Md.

**Armstrong Furnace Company**  
Columbus 12, Ohio

**Armstrong Products Corporation**  
Huntington 12, W. Va.

**Atlas Tool & Mfg. Company**  
St. Louis 15, Missouri

**Baldor Electric Co.**  
St. Louis 15, Missouri

**R. W. Beckett Corp.**  
Elyria, Ohio

**Bergstrom Manufacturing Co.**  
Rockford, Illinois

**Bethlehem Foundry & Machine Co.**  
Bethlehem, Pa.

**The G. C. Breidert Co.**  
Los Angeles 65, Cal.

**The Bristol Sheet Metal Co.**  
Wallingford, Conn.

**Brean Mfg. Co., Inc.**  
Milwaukee 2, Wisconsin

**Carrier Corporation**  
Syracuse 1, N. Y.

**Cavalier Air Conditioning Co.**  
Houston, Texas

**Circulators & Devices  
Manufacturing Corporation**  
Brooklyn, N. Y.

**Cobell Supply Corporation**  
Fort Worth, Texas

**Cole Manufacturing Company**  
Austin, Texas

**Cole Hot Blast Manufacturing Co.**  
Chicago 9, Illinois

**Coolerator Corporation**  
Duluth 1, Minn.

**Davenport Mfg. Co.**  
Meadville, Pa.

**Dearborn Stove Company**  
Dallas, Texas

**Doherty-Silentrare**  
Baton Rouge, La.

**J. R. Dry & Sons**  
Winters, Texas

**Duo-Therm Division**  
Motor Wheel Corporation  
Lansing 3, Mich.

**Duplex Products Co.**  
East Detroit, Mich.

**Eaton Manufacturing Co.**  
Cleveland 10, Ohio

**Electrol Burner Mfg. Co.**  
Rutherford, N. J.

**Electromode Corporation**  
Rochester 3, N. Y.

**Fairchild Industries**  
Burlington, Vt.

**Fasco Industries, Inc.**  
Rochester 2, N. Y.

**Fedders-Quigan Corp.**  
Buffalo, New York

**Fraser & Johnston Co.**  
San Francisco 3, Cal.

**Friedrich Refrigerators, Inc.**  
San Antonio 6, Texas

**Frigikar Corporation**  
Dallas 1, Texas

**General Electric Co.**  
Major Appliance Div.,  
Louisville 2, Ky.

**General Metals**  
Springdale, Conn.

**General Oil Heating Corp.**  
West New York, N. J.

**Gibson Refrigerator Co.**  
Greenville, Mich.

**Gould Oil Burner Co.**  
Boston 20, Mass.

**Heinze Electric Co.**  
Lowell, Mass.

**International Harvester Co.**  
Chicago 1, Ill.

**International Oil Burner Co.**  
St. Louis 10, Missouri

**S. T. Johnson Co.**  
Oakland 8, California

**O. S. Keene Machine Co., Inc.**  
Middlebury, Ind.

**Kelvinator Division**  
Nash-Kelvinator Corp.,  
Detroit 32, Mich.

**Kisco Co.**  
St. Louis 4, Mo.

**Kisco Boiler & Engineering Co.**  
St. Louis 4, Mo.

**LeJohn Manufacturing Co.**  
Huntington, W. Va.

**Malleable Iron Fittings Co.**  
Burner Division, Branford, Conn.

**Marlo Coil Company**  
St. Louis 10, Mo.

**McLarty Systems**  
Battle Creek, Mich.

**McLean Engineering Laboratories**  
Princeton, N. J.

**Mitchell Manufacturing Co.**  
Chicago 14, Ill.

**The Murray Co. of Texas, Inc.**  
Atlanta, Ga.

**Nash Motors**  
Div. of Nash-Kelvinator Corp.,  
Detroit 32, Mich.

**National Engineering & Mfg. Co.**  
Kansas City 6, Mo.

**Norman Products Co.**  
Columbus 12, Ohio

**Novi Equipment Co.**  
Novi, Michigan

**Oakland Foundry Co.**  
Belleville, Illinois

**Octagon Ventilator Co.**  
Chicago 36, Ill.

**The Ohio Foundry & Mfg. Co.**  
Steubenville, Ohio

**Oron Company**  
Columbus 7, Ohio

**Park Manufacturing Co.**  
Atlantic City, N. J.

**Perfect-Line Mfg. Corp.**  
Hicksville, N. Y.

**Philco Corporation**  
Philadelphia, Pa.

**Quaker Heating Division of  
Florence Stove Co.**  
Chicago, Illinois

**Radio Corporation of America**  
R.C.A. Victor Div.,  
Camden 2, N. J.

**Radiant Utilities Corp.**  
Brooklyn 14, N. Y.

**Redmond Company, Inc.**  
Owosso, Michigan

**Reif-Rexoil, Inc.**  
Buffalo, New York

**Remington Air Conditioning**  
Division of Remington Corp.,  
Auburn, N. Y.

**Reznor Manufacturing Co.**  
Mercer, Pa.

**Phil Rich Fan Mfg. Co., Inc.**  
Houston 2, Texas

**Roberts Manufacturing Co.**  
Cleburne, Texas

**Scogin Turbulator Mfg. Co.**  
Kansas City, Mo.

**Sequoia Mfg. Corp.**  
San Carlos 10, Cal.

**Shepler Manufacturing Co.**  
Pittsburgh, Pa.

**Siegler Enamel Range Co.**  
Centralia, Illinois

**Siegler Heater Corp.**  
Centralia, Illinois

**The Silent Glow Oil Burner Corp.**  
Hartford 6, Conn.

**Simpson Screen Co.**  
Oakland 6, Cal.

**Sin-Jin' Products Co.**  
Baltimore 15, Md.

**The H. B. Smith Co.**  
Westfield, Mass.



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Tyler Fixture Corp.  
Niles, Michigan

United Electric Service Co.  
Ventilating Division,  
Wichita Falls, Texas

U. S. Burner Division  
The Carlin Company,  
Wethersfield, Conn.

Universal Electric Co.  
Owosso, Michigan

Universal Major Electric  
Appliance Corp.  
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The Vent-a-Hood Company  
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line  
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**YOU HAVE MORE REAL VALUE TO SELL . . .**

Feature for feature, your customers see more real value in Manitowoc freezers . . . distinctive upright design, kitchen-keyed styling, fast wipe-away defrost, new cold-hold inner doors, full width doors to eliminate hidden corners, safest warning light in the industry, strata-cold design for constantly even temperatures, and air-tight Therma-Seal protection.

**AND MORE ADVERTISING TO SELL THE VALUE**

Biggest full-color program of any exclusive freezer line. You'll see Manitowoc advertising in The Saturday Evening Post, Better Homes & Gardens, Good Housekeeping, Country Gentleman, Farm Journal, Sunset, Successful Farming, Progressive Farmer, Capper's Farmer, and Outdoor Life. Local advertising and promotion for you will match the national program in power and scope.

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Distributors  
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**ILLINOIS**  
CHICAGO—Revere Electrical Supply Co.  
**INDIANA**  
FORT WAYNE—IMO Distributors, Inc.  
GARY—Indiana Pfaff Distributors  
INDIANAPOLIS—Capitol Paper Company  
**IOWA**  
DAVENPORT—Peterson Fixture Company  
DES MOINES—White Refrigerator Supply  
**KANSAS**  
WICHITA—Sutton Electric Supply  
**MARYLAND**  
BALTIMORE—Associated Distributors, Inc.  
**MASSACHUSETTS**  
BOSTON—Hub Distributors, Incorporated  
**MICHIGAN**  
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MILWAUKEE—Thermal Company, Inc.





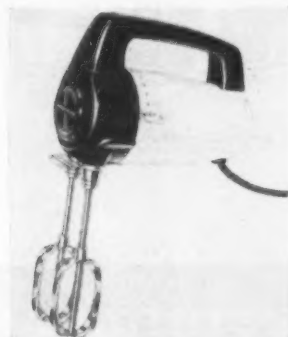
**WESTINGHOUSE Fryer-Cooker**

Westinghouse Electric Corp.,  
Mansfield, O.

Device: Westinghouse combination cooker-and-deep-fat-fryer.

**Selling Features:** Tapered-bowl design suitable for dining table use, requires 3 lbs. fat for all types French frying; bowl design provides 56.7 sq. in. cooking surface area—equivalent to 6 qts. capacity with more than 4 qts. volume above the fat line, minimizing possibility of fat foaming over during fry operations—cooks 9 doughnuts or 1 lb. potatoes at a time.

Chrome-finished exterior and highly polished aluminum lid with black plastic handles; escutcheon plate lists 14 foods and their cooking temperatures; automatic heat control dial has temperature range of 150 to 425 degs. F. In addition to temperature calibrations, a signal light around dial tells by color temperature range being used—green for warm zone up to 175 degs.; orange for cook zone, 175 to 350 degs.; red for fry zone, 350 degs. up. Easily cleaned inner basket of pierced, stamped aluminum clips on edge of well for draining; hinged handle reverses into basket when fryer is removed for storage; handle locks into place for frying; 115-volts, 1450 watts, a.c. only.



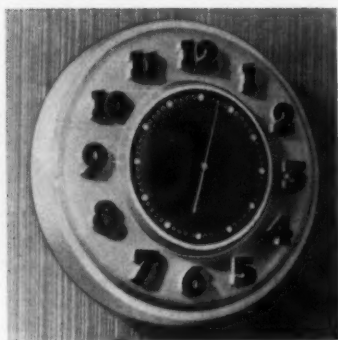
**UNIVERSAL Hand Mixer**

Landers, Frary & Clark,  
New Britain, Conn.

Model: Universal hand mixer.

**Selling Features:** 5 speeds; governor-controlled so that even at slow speeds motor operates under full force of rated voltage; positive off position; speed control designed to be moved easily by fingertip and stays in fixed position; streamlined design; ventilated through louvres in back; plastic handle comfortable for firm grip; can be rested in upright position when not in use or stored in drawer; handy beater release; beater shafts 5½ in. long for saucepan or mixing bowl use; lightweight, easy to handle; 5 ft. black rubber covered cord.

## NEW PRODUCTS



**G-E Clocks**

General Electric Co.,  
Clock Dept.,  
Bridgeport, 2, Conn.

Models: 2 new clocks: Carousel and New Cue.

**Selling Features:** Carousel, kitchen clock of unusual design; hands encased in shatterproof dial in center of clock; ringed with raised numerals; 1½ in. high; available in red, yellow, white.

New Cue, alarm clock; luminous hands and hour dots; ivory plastic case, black face.



**WESTINGHOUSE Dishwashers**

Westinghouse Electric Corp.,  
Mansfield, O.

Model: New front opening, top loading washer featuring improved washing and drying performance in 3 models, plus a new portable dishwasher.

**Selling Features:** Fully automatic, the 1953 Westinghouse dishwasher has greater capacity; wash well slides in and out like drawer for easy loading; retains top loading with unbroken counter work surface; available in 48-in. dishwasher-sink combination; a free-standing, self-contained, 24-in. cabinet model, and an undercounter model designed to fit under existing counter surfaces of standard height.

Once dishwasher starts operating nothing moves but water, making it safe for washing finest china and crystal; top rack holds silver, cups saucers, glasses and stemware up to 7-in. tall; bottom rack is loaded by removing center section of top rack; plates 11-in. diam. as well as large pots fit on this rack.

Washing and rinsing action controlled by impeller with diverter mounted above it; impeller swirls water upward diverter directs part

of water at angle; impeller automatically stops during drain-out period after wash and rinse operations and permits water to flow off dishes. 4 operating phases—a rinse that removes loose soil, a 5-min. wash period; 2 rinses and finally the drying period—takes 37-min.

Portable model is a 24-in. free standing model mounted on casters and equipped with connections for hot water and drain; can be converted to a permanent installation at any time by removing casters and making a few minor changes.

Bowed front panel design, newly-styled operating control section with chrome-finished visor type cover.



**EASY Automatic Dryer**

Easy Washing Machine Corp.,  
Syracuse, 1, N. Y.

Model: Easy automatic electric dryer No. DE53.

**Selling Features:** Features single Selecto-matic thermostat control that makes it possible to dial the degree of dryness wanted; overhead extra-large, Sun-ray heating element; Circle-Aire drying circulates 120 cu. ft. air through clothes per min.; oversize 16 in. door opening for easy loading and unloading; door opens flush against dryer for greater convenience; available for use with 220 volt current only; 8 to 9 lbs. capacity; white baked enamel cabinet; perforated cylinder turns at 48 rpm; 3 tapered baffles help tumble clothes; cylinder is 26½ in. diam. 18 in. deep. Gas dryers also available.



**WESTINGHOUSE Cleaner**

Westinghouse Electric Corp.,  
Mansfield, O.

Models: Restyled tank-type T-6.

**Selling Features:** T-6 tank cleaner has 12-piece attachment set; especially designed Toss-Away disposable bag; all-metal carpet nozzle provides blanced air-flow suction-

pushed forward it rides surface picking up surface dirt and lint; pulled back it lifts and ripples carpet to loosen worked-in dirt; thread-magnet catches thread, dirt, hair etc.; toe-lever on nozzle retracts magnet when not needed.

Flexible rubber extension hose has slip-ring nozzle connection permitting hose to be thrust directly into nozzle opening and clicked into position; latch-lock connectors on carpet nozzle, swivel floor brush; 2 aluminum extensions.



**DORMEYER Mix-Maid**

Dormeyer Corp.,  
Kingsbury & Huron Sts.,  
Chicago, 10, Ill.

Device: Dormeyer mixer-juicer No. 7700.

**Selling Features:** Combines big capacity with compact size; dial selector has 9 recipe-tested speeds; reinforced beaters with fingertip beater release; includes stand and adjustable turntable, juicer, reamer, strainer, bowl and spout; operates on 110-120 volt a.c.-d.c. may also be used as a lightweight portable.



**EASY Washers**

Easy Washing Machine Corp.,  
Syracuse, N. Y.

Device: Easy's 1953 washer line includes 3 new Spindriers.

**Selling Features:** No. 536, top-of-line, Deluxe Spindrier, features a new single-shift control for greater flexibility and ease of operation of rinsing and damp-drying; equipped with new simplified single-unit sliding pump control of quick-drain pump that empties washer tub in less than 2 min. Other features include Spiralator washing action, 3-min. automatic spin-rinse; built-in water filter; handy swing faucets; automatic overload switch and automatic bell timer.

No. 534 features Spiralator washing action, power flush-rinse; handy swing faucets; overload switch and other deluxe features of above model except power flush-rinse replaces automatic spin-rinse.

No. 532, promotional model, incorporates most above features.

# Get Aboard



A TYPE AND SIZE FOR EVERY RESIDENTIAL AND



FC-10-P



F-15-D



FC-15-P



B-18-D

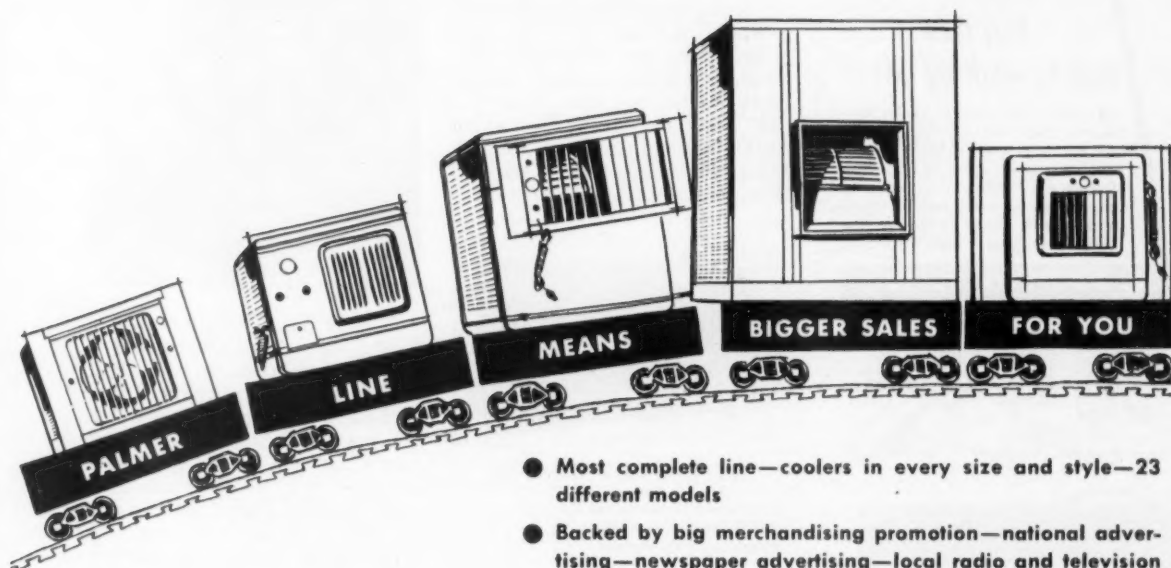


BC-10-P



# the Profit Line

**PALMER COOLERS WITH BUILT-IN SALES APPEAL  
AMERICA'S BEST KNOWN COOLERS**



- Most complete line—coolers in every size and style—23 different models
- Backed by big merchandising promotion—national advertising—newspaper advertising—local radio and television
- Modern styling with all improved designed features. Backed by advanced newly styled line—improved design—research and engineering
- A real merchandising policy that means bigger sales—that assures bigger profits

## COMMERCIAL NEED



BV-32



B-200

**FOR BIGGER SALES—BIGGER PROFITS  
MAIL THIS COUPON...**

Palmer Manufacturing Corporation  
2200 W. Filmore St.  
Phoenix, Arizona

Please send me information on Palmer Coolers. I am interested in  
( ) A Distributorship ( ) A Dealership

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

**CUT** your inventory!

**FATTEN** your

**PROFITS**

with the NEW 1953

**Atlas-Aire**

**PORT-ABOUT** "triple-threat"

portable window fan

the **ONE** fan  
you can sell for  
**24-HOUR-per-day** use!

Sell this  
money-making idea!

At night, when air is cooler outdoors than indoors, the PORT-ABOUT is a window fan (exhaust or intake) to draw in cool air. During day, when air is cooler indoors than outdoors, keep windows and blinds closed and use the PORT-ABOUT as a room circulator.

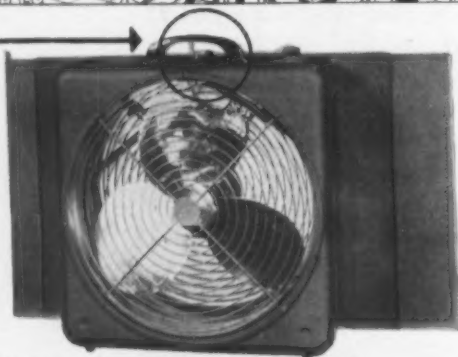
EXHAUST FAN + INTAKE FAN + ROOM CIRCULATOR



U. S. Patent  
2448671

### INSTANT INSTALLATION!

Famous ATLAS Patented Extender Handle locks the frame into window in seconds — no tools, screws, hooks or gadgets to mar woodwork. Frame can be left in window and fan unit removed for use as room fan if desired.



**NEW!** Lighter, slimmer, streamlined design!  
**NEW!** Safer, sturdy fingerproof grills!  
**NEW!** Rigid X-Type, cushioned motor mount!  
**NEW!** Whisper-quiet, rubber-silenced construction!

NOW there's no need to carry a big stock of intake fans, exhaust fans and room circulators! The Atlas-Aire PORT-ABOUT is all 3 in 1—does everything the others do, plus the exclusive, patented Extender Handle that beats 'em all!



- REMOVABLE, PORTABLE FAN UNIT
- SUPER-SAFE GRILLS BOTH SIDES!
- EXTRA-EFFICIENT WIND TUNNEL ACTION!
- QUALITY-BUILT THROUGHOUT!
- RUSTPROOFED, BAKED-ON HAMMERLOID FINISH!
- GUARANTEED A FULL YEAR!

**4** sell-on-sight models for every home and budget: 10-inch 12-inch 16-inch 20-inch

\*See your jobber or write today for full details on store displays, merchandising and advertising helps.

**ATLAS** Tool and Manufacturing Co.

5147 Natural Bridge Blvd. • St. Louis 15, Mo.

## NEW PRODUCTS



### DORMEYER Blankets

Dormeyer Corp.,  
Kingsbury & Huron Sts.,  
Chicago, 10, Ill.

Model: Dormeyer full-size blanket with single or dual controls.

**Selling Features:** Dormeyer "Rest-well Dial" has 10 settings; automatically compensates for changes in room temperature, maintaining warmth selected on "Rest-well Dial." Dial case has on-off switch that glows in dark; 9 safety thermostats; double bed size: 72x84 in.; 255 wool, 50% rayon; 25% cotton with rayon satin binding; available in 4 colors, red, pink, green and blue; 115 volts, ac. only.

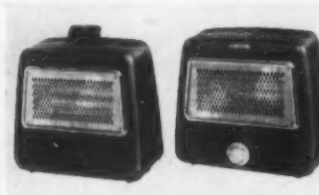


### PENNWOOD Calchron

Pennwood Numechron Co.,  
7249 Frankstown Ave.,  
Pittsburgh, 8, Penna.

Device: Pennwood Calchron automatic electric calendar clock, No. 975.

**Selling Features:** Self-starting electric calendar clock gives month, date and hour; automatically calculates time at a glance; 4 in. high, 7 1/2 in. wide; 4 in. deep; weighs 3 lbs.; available in walnut, ebony or ivory finish.



### ARVIN Heaters

Arvin Industries Inc.,  
Columbus, Ind.

Models: 4 new portable room heaters—Nos. 5130, 5030, 5530 and 5640.

**Selling Features:** No. 5630, 1650 watt capacity, delivers 5600 btus at full capacity; heater responds automatically to pre-determined setting of a furnace-type thermostat control; range-type rod heating unit; "red glow" signal light in-

dicates when current is flowing; Arvin "safeguard" safety switch cuts current off if heater is tipped over; induction-type fan motor creates no radio or TV interference and circulates 80 cfm warm air; weighs 14 1/2 lbs; 17 in. high and wide; 10 1/2 in. deep and is designed for operation at 1320 or 1650 watts; finished in grey with maroon plastic trim.

No. 5530, same design and construction as 5630 without signal light or top handle; 2 range-type heating units; finished in green enamel with ivory trim; handle attached to shell back; designed for 1650 watt operation only.



Nos. 5130 and 5030, new "Cool-R-Hot" fan-heaters, can be used as heaters or as fans, or with head horizontal to floor, as air circulators. As heaters they circulate up to 200 cfm warm air. As coolers, the 8-in. "air scoop" fan moves up to 600 cfm. No. 5130 has 1650 watt unit; green metallic enamel plastic; 15 1/2 in. high 12 1/2 in. wide, 10 1/2 in. deep; weighs 9 1/2 lbs. 3/4 in. painted tubing stand; 3-position on-off switch and safeguard safety switch; carrying handle built into back of shell.

No. 5030 has 1320 watt capacity; brown enamel finish; measurements and weight same as 5130.



### HANDI-BROIL Broiler

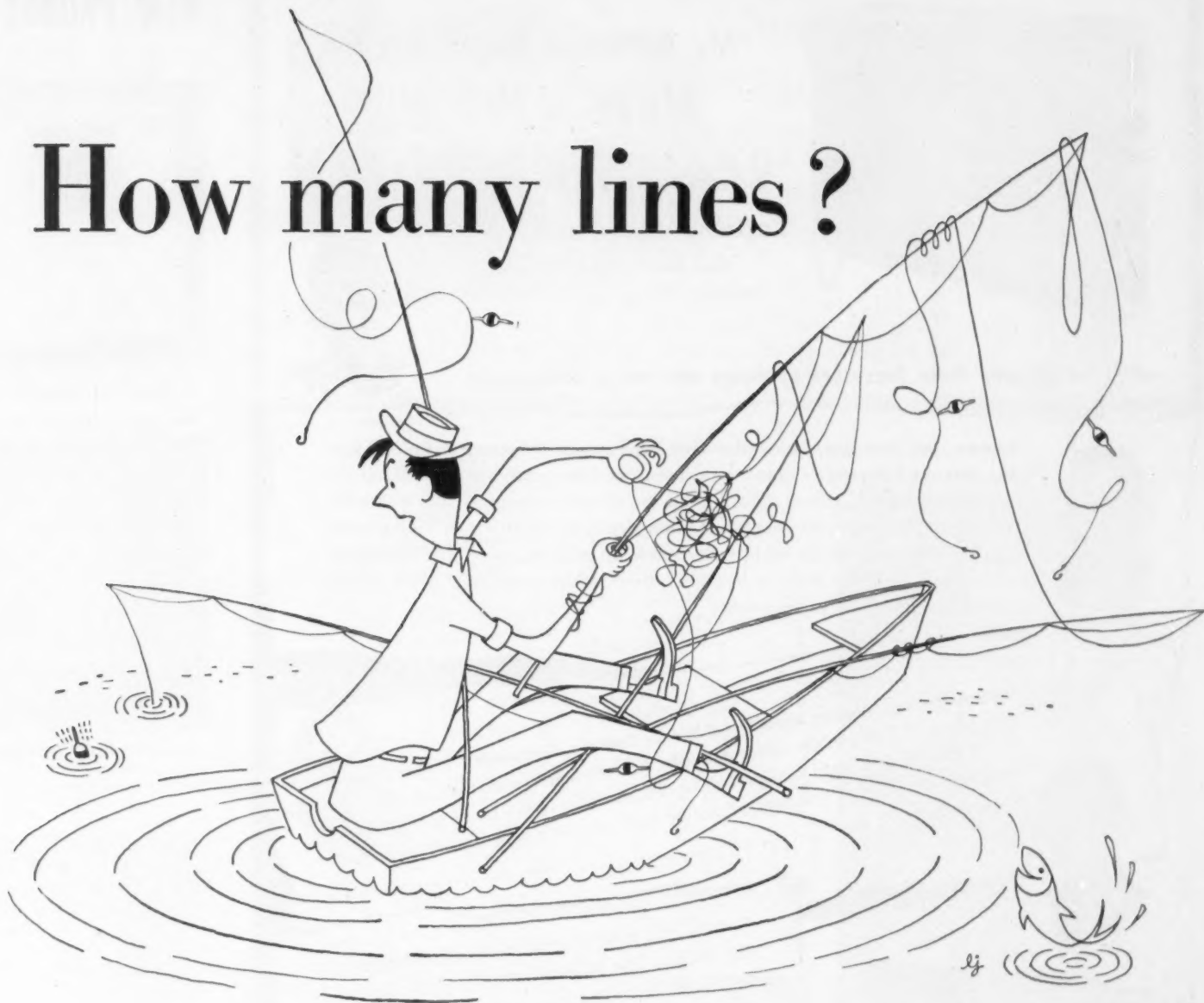
Tetfoam Corp.,  
Ambassador Bldg.,  
St. Louis, 1, Mo.

Device: Handi-Broil for use with 10 or 12 in. skillets, pans, cookie sheets, etc.

**Selling Features:** Set consists of 3 pieces—spun aluminum broiler dome, rust proof broiler rack and a cord set; operates on 115 volts; 660 watts, a.c. or d.c. weighs 3 lbs.; easy to clean.



# How many lines?



There is a growing tendency on the part of furniture and department stores to concentrate their sales efforts on fewer major appliance lines.

We think this is good business.

Fewer lines mean more efficient operation throughout the store. Salesmen sell better when they know a lot about a few lines, rather than a few things about many lines. Advertising and display problems are simplified. Departmental space is better utilized and much more effective. Turnover is increased, investment lowered, and service problems are remarkably reduced.

This means bigger profits and more satisfied customers

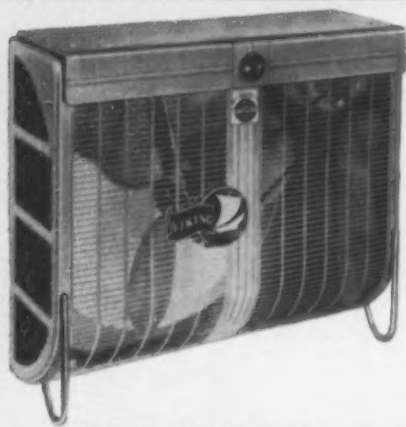
—two of the principal goals of any establishment.

Here are some of the reasons why Frigidaire fits into such a program: Frigidaire is a leader in brand preference and brand acceptance. Frigidaire Products are well made, and well liked by prospects and customers. Frigidaire offers a complete major appliance line. Frigidaire's advertising and selling policies are fair, thorough and above board. And Frigidaire's realistic service policies simplify handling of service problems.

When you have considered all these things, we know you'll agree that the Frigidaire franchise is the most valuable franchise in the appliance industry today.



## Frigidaire Appliances



"My Tennessee Buyers say the  
**NEW Viking**  
**'944' WINDOW FAN**  
Represents a Terrific Value."

Says O. N. "Cotton" Fussell,  
friendly Viking Representative



*Read why these Tennessee appliance men are so enthusiastic*



**Benton Lane, Manager, Air Conditioning Department, Tennessee Pump and Supply, Jackson, Tennessee.** "I predict the new '944' Viking window fan will sell and sell and sell. First it's priced right. Second, the smooth styling and color will definitely please the public. And here's a big thing for us as a distributor—Viking is one supplier who understands our inventory problem and does something about it by making one good fan with an insertable timer which practically gives us two models to sell with only one in stock."



**James Thomas, Thomas Sheet Metal Works, Jackson, Tennessee.** "It's mechanically perfect. You can oil the motor in a jiffy. And the spacers are the last word—the best I've ever seen. Add in big air-scoop blades and a motor that's practically invisible together with a concealed pulley and you can't help but have satisfied customers."

"I think this is absolutely the best-looking fan on the market. The controls are easy to reach, and I especially like the Hi-Lo feature that gives quick two-speed operation with the simple turn of a dial." **Blake Williams, Blake Williams Electric Company, Jackson, Tennessee.**



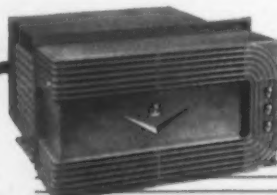
**THE Viking TIMER WOWS EVERYONE!**

The new '944' Viking fan is designed to take a Viking Timer than can be set for 1 to 12 hours. It is ordered separately and takes only minutes to install. You simply pop out the decorative chrome button insert and replace with the timer.

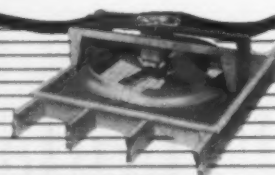
*Read about the generous Viking sales plan on the next page.*



**Viking**  
AIR CONDITIONING CORP.  
5601 Walworth, Cleveland 2, O.



Viking Room  
Air Conditioner



Viking 600 Series  
Arctic Fan

**NEW PRODUCTS**



**WESTINGHOUSE Dryer**

Westinghouse Electric Corp.,  
Mansfield, O.

Device: Westinghouse combination 115-220 volt clothes dryer.

**Selling Features:** Dryer can be quickly changed from 115 to 220-volt operation or from 220 to 115 volts. Second operating dial for starting and stopping has been added; automatic shut-off provided on door as well as on its twin—the Laundromat clothes washer. On either machine opening door shuts off power.

Can be operated for completely automatic drying so appliance will stop when clothes are dry or it can be time-dried for partial drying or limited time drying.



**FRIGIDAIRE Dryer**

Frigidaire Div.,  
General Motors Corp.,  
Dayton, 1, Ohio.

Device: New Frigidaire plug-in Filtra-matic dryer.

**Selling Features:** Similar to Frigidaire's 230-volt Filtra-matic, but operates on a conventional 120-volt 20 amp circuit; requires no outside vents or plumbing; lint and moisture are removed by Filtrator near bottom of cabinet. Fresh room air continually flows over condenser-like tubes of Filtrator, keeping them cooler than air coming from clothes drum, as lint-laden moisture passes through Filtrator tubes, moisture condenses and lint is trapped. Moisture drains into rust proof porcelain tray below and a connection is provided so that flexible tube can carry collected water to a floor drain. Water can also be emptied by simply removing tray.

One-piece type and back panel; panel contains timing and heat controls; Dry-O-Matic timer can be set



to shut off dryer automatically when clothes are dry; switch next to timer operates interior light; signal-light on panel glows when dryer is operating; variable heat control on left side of back panel is marked medium, high, and low drying temperatures; door and loading port designed so clothes basket can be placed directly below. Door swings open 180 degs. to permit loading from either side. Porcelain-finished revolving drum permits clothes to tumble about freely; Radiantube sealed heating units; ozone lamp in drum; thick glass wool insulation on all sides; 30 in. wide, 26½ in. deep.



#### DORMEYER Coffee-Well

Dormeyer Corp.,  
Kingsbury & Huron Sts.,  
Chicago, 10, Ill.

Device: Dormeyer automatic percolator No. 6800.

**Selling Features:** "Perfect-Perk selector" for pre-setting flavor of coffee; makes coffee to selected strength, signal light flashes on when coffee is ready; automatic heat control reduces heat to keep coffee at serving temperature; 4 to 8 cup capacity (maximum capacity may be increased 2 cups without affecting quality of coffee or appliance, the manufacturer claims); detachable cord; 115 volts, a.c. only.

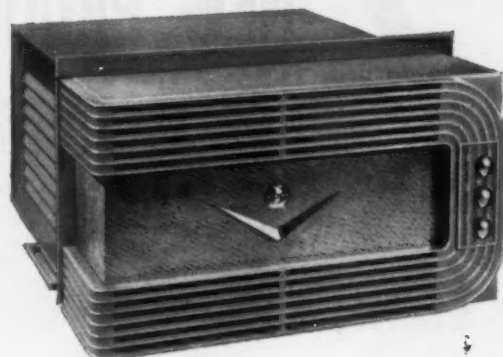


#### SLUMBEREST Quilt

Reardon & Son, Inc.,  
40 Worth St.,  
New York, 13, N. Y.

Device: Slumberest electric quilt ensemble.

**Selling Features:** Consists of an electric sheet which may be untied from quilt, enabling consumer to use quilt in summer and resume use of sheet in fall; quilt is available in multicolored design in 3 colors; uses 140 watts; fully automatic; container unfolds into a counter display.



Says Henry C. Linsenmeyer of the F. P. Mc Morrow Co., Cleveland, Ohio

"Just what we've needed...  
**REAL EYE APPEAL PLUS  
COMPLETE EFFICIENCY!**

**The New Viking Room Air  
Conditioner\* Has Both."**



"We all agree that this handsome new unit scoops the market with its outstanding advanced design."

Says Leonard Auerbach of Cleveland Air Conditioning, Cleveland, Ohio. "My customers have often asked when a room air conditioner would be designed that added beauty instead of mere utility to the modern home, as radio and TV sets do. Viking has filled that demand, exactly. It seems to me that this beautiful sandalwood tan unit, highlighted by good looking fluting around the perforated metal grill, has terrific sales appeal—and at a competitive price."



Sam Demsey of Watkins Furniture, Cleveland, Ohio. "Boy, it sure is a beauty. But I'm strong for that easy regulation, too. With the special Glo-lite control panel you can change it easily, even in the dark. It's got everything—it dehumidifies, filters, circulates and cools the air! We figure this will be a big Viking season!"



¾ Ton Unit, weighs approx. 215 lbs., measures 16½" high, 27¾" wide, 30½" deep, extends 8" into room. Price includes Five Year Warranty.

"That's real eye appeal, all right. And what strikes me right is that co-op advertising budget. Twice the average in this business. Yes sir, \$12 from Viking plus the \$12 I'm going to spend advertising each unit is sure to create both interest and sales." Joe Valentic of Atlas Radio and Television Co., Cleveland, Ohio.



\* For 1953 distribution will be limited!



22-inch Viking  
Window Fans



22-inch Viking  
Attic Fans

#### Viking SALES PLAN

The unique Viking sales plan covers both the Viking '944' Window Fan and the Viking Room Air Conditioner. Vadrnits redeemable for \$3 toward local co-op advertising are given all dealers. You get one Vadrnit with each window fan and four with each Room Air Conditioner. You get selling support where you really need it... at the local level. See your Viking Representative or write us for details.



**Viking**  
AIR CONDITIONING CORP.  
5601 Walworth, Cleveland 2, O.

# Look

then if you've an eye for profits  
*Look Again*

This is the NEW Jet-  
Convection Vectaire

This is an Electric  
Heater that is NEW in  
fundamental principle

This is the first Heater  
that makes Electric  
Heating practical



## Compare it!

Feature for feature with any  
Electric Heater in your line



**Efficiency** — A NEW Heating principle — an aviation Jet-Venturi tube creates air movement at the rate of 100 ft. per minute without a fan or other moving part. 94% of the heat is actually discharged into the air stream.



**Economy** — Thermostat controls hold each room at desired temperature without overheating. Air is heated uniformly. Like a central heating system, air is repeatedly passed through the heater.



**Safety** — Cannot overheat — the higher the heat the faster the air movement. The case is so cool a child can play near it or touch it without danger of burns.



**Portability** — The Vectaire can be moved with ease and safety — on or off. There is no fan to vibrate, no hot case to burn — no sharp corners to damage clothes or furniture.



**Beauty** — Vectaire fits perfectly into even the most modern room. The design will be practical and in style for years.



**Durability** — Because there are no moving parts, there is nothing to wear out. The result is almost lifetime trouble-free operation.

**Silence** — There is no motor to start or stop — no fan to vibrate. Vectaire goes on and off and operates with absolute silence.

**You know what your customers want! Now-give them practical ELECTRIC HEAT!**

Get the facts on Vectaire now — It's a new heater that has features with customer appeal, PLUS a hard-hitting merchandising program to back it up. Get the full story now from your distributor or write direct.



**VECTAIRE ELECTRIC HEATERS**

FEDERAL PRODUCTS DIVISION of FEDERAL MALLEABLE CO.  
807 S. 72nd Street, Milwaukee, Wisconsin.

## NEW PRODUCTS

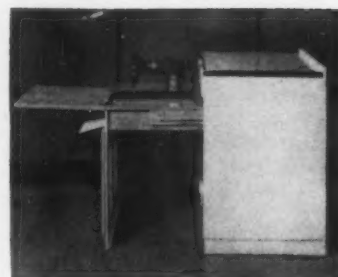


### YOUNGSTOWN KITCHENS Disposer

Youngstown Kitchens Div.  
Mullins Mfg. Corp.,  
Warren, O.

Device: Youngstown Kitchens food waste disposer.

**Selling Features:** Only 14 in. high; features simplified installation, quieter operation; self-contained rotor reversing switch; drain opening only 6 1/2 in. below bottom of sink, permits easy installation to existing drain lines; drain outlet is a tubing, permitting easier sealing to trap; tube swivels, making it easier where plumbing code permits, to attach to continuous waste lines of double bowl sinks and combination dishwasher sinks; unit is floated on neoprene gaskets at drain mounting for quiet operation; automatic self-reversing grinding rotors; continuous feed type; lid serves as sink drain stopper.



### DOMESTIC Sewing Machine

The Domestic Sewing Machine Co.,  
Cleveland, O.

Model: Domestic sewing machine in new kitchen cabinet of white wood.

**Selling Features:** Has same head as all regular standard Domestic sewing machines; cabinet suitable for utility room or kitchen; 36 in. high, 24 1/2 in. deep; 27 in. wide.



### NATIONAL Sewing Machines

National Sewing Machine Co.,  
336 N. Foothill Rd.,  
Beverly Hills, Calif.

Models: New line of National sewing machines features the modern "Malibu" desk.

**Selling Features:** Desk has 3 dust-proof drawers; folding top opens to both sides; National's full rotary R-40 head with Thread-O-Matic tension feature swings into operating position; brass hinges and drawer pulls.

### Briefs



The Mehl Mfg. Co., Div. of Sydney Thomas Corp., Cincinnati, O., offers small kits of "See-Safe" freezer packaging materials. Included in kits are polyethylene bags, plastic boxes, household rolls of polyethylene-kraft paper, film, cellophane and foil. Bags offered as part of kits are of strong, reusable seamless polyethylene. Designed for packaging fruits, vegetables and pastries, and are available in pint, quart and 2-qt. sizes. Waxed, hard-finished white board cartons in pints, quart and 2-qt. sizes are also included.



### DISTILLO

Ionex Corp.,  
848 Washington Bldg.,  
Washington, 5, D. C.

Device: Distillo water deionizer.

**Selling Features:** By removing scale-producing minerals from water, unit converts ordinary faucet water to quality of distilled water; produces in a few minutes enough mineral-free water for several hours of ironing. Water is poured into transparent plastic unit, treated automatically by active element in unit known as Amberlite ion exchange resin, as it passes through replaceable cartridge of these resins, and collects in bottom of device; deionized water may be poured into iron or stored until needed. Cannot rust or contaminate water. A single cartridge produces from 3 to 10 gal. deionized water depending on mineral content.





## Are these homes on your range?

**M**IGHTY good grazing out in Collier's territory. Mighty good feeding for a herd of hungry appliance salesmen.

But before we get roped by our own metaphor, let's make it clear that the range we're talking about is the grand group of electrical appliance prospects who read Collier's, week after week.

Figures show that families earning \$3,000 to \$10,000 a year buy the major share of all electrical products. For example, they buy 75% of the ironers, 75% of the washing machines, 68% of the vacuum cleaners.

Which of the four leading weeklies has the greatest percentage of its circulation concentrated in this income range? Look at the record:

### Four Leading Magazines Percentage of Circulation in \$3,000 to \$10,000 Group

COLLIER'S . . . . .	72%
Life . . . . .	69%
The Saturday Evening Post . . .	68%
Look (Biweekly) . . . . .	69%

Source: Stewart, Dougall Qualitative Survey

Does that kind of circulation pay off? *This year, Collier's readers will buy over 200 million dollars' worth of electrical appliances.*

If you want your share, make sure you're riding the Collier's range.

### Your Customers Read Collier's Longer

A brand-new survey—the biggest of its kind ever made—shows conclusively that *readers spend more time per page on Collier's, including the advertising pages, than on any other book in its field.* Here's a selling plus which advertisers get *only in Collier's.* For details, write to Collier's now. Ask for THE THIRD DIMENSION SURVEY. Address: Collier's, 640 Fifth Avenue, New York 19, New York.



# Collier's

**Makes Things Happen**

The Crowell-Collier Publishing Company, 640 Fifth Avenue,  
New York 19, N. Y.—Publishers of Collier's,  
The American Magazine, Woman's Home Companion



### WESTINGHOUSE TV Line

Westinghouse Electric Corp.,  
TV-Radio Div.,  
Sunbury, Penna.

Models: 17 new receivers in Westinghouse 1953 line.

Selling Features: Features Auto-



matic Brightness Control which provides perfect picture in any room light automatically, the manufacturers claim; accommodation for all 70 new UHF channels in addition to built-in antennas for both UHF and VHF.

Line includes two 17-in. table, four 21-in. table, and eleven 21-in. consoles; advanced cascade "100 mile plus tuner" receives distant stations, "snow-free" and automatic area selector measures channel signal strength and automatically adjusts. Fast-keyed age control eliminates airplane flutter etc; cabinet finishes in mahogany, blonde. Consoles available in open face; half-door and full door models.



### RCA VICTOR TV Sets

RCA Victor Div.,  
Radio Corp. of America,  
Camden, N. J.

Models: 25 new 1953 TV models available in a Deluxe line and a regular line.

Selling Features: Regular line gives good performance at minimum prices; Deluxe models have fine cabinets, sensitive chassis, etc.

Most new sets have 21-in. picture tubes, however, the 2 lines include three-17-in. models and RCA's first 27-in. model. Both

## NEW PRODUCTS . . TV and RADIO

lines have 15 consoles—balance: 3 combination TV-radio-phonos; 1 console; 3 table models.

16-channel combination UHF-VHF rotary tuner, KRK-12 is optional in all 1953 models and interchangeable with VHF-only tuners in Deluxe and Super Sets.

Both lines offer new chassis, new styling improved contrast control, vertical and horizontal hold, phono switch and tone control, are now concealed behind hinged escutcheon. Frequently used controls—station selector, fine tuning, on-off, sound and picture combined in 2 knobs, one on each side.

Removable safety glass clips at back of cabinet.

Circuits in Deluxe chassis refined to minimize "snow" in weak signal areas; 4-stages of intermediate-frequency picture amplification.

Regular line chassis has 41-mc chassis with cascade tuner to give blacker blacks and whiter whites; provides greater brilliance and eliminates retrace lines.

Regular line includes Wayne, 17-in. table model; Glendale, 17-in. console; Hanley, 17-in. open-faced console; Kerby, 21-in. table model with new dark-shaded antique finish; Jeffrey, 21-in. open-faced console; Prentiss, 21-in. open-faced, bowed front console. Deauville and Hilton, 21-in. open-faced consoles. Dobson, Lexington and Stockton 21-in. consoles. Lawrence and Montgomery combination 21-in. TV radio and phonos.

Deluxe includes Cabot, 21-in. table; Merritt, 21-in. open-faced console. Staunton 21-in. console with half doors; Yorktown, 21-in. console in natural or red cherry. Kenbridge 21-in. console with swivel base. Southbridge and Clermont 21-in. consoles with bowed front and full-doors. Ruth-erford combination TV, AM-FM radio and 3-speed phono. and Nassau, 27-in. TV in a variety of finishes.



### EMERSON Table TV

Emerson Radio & Phono. Corp.,  
111 Eighth Ave.,  
New York, 11, N. Y.

Model: Emerson compact 21-in. table TV No. 736.

Selling Features: Housed in all-wood cabinet with "Emersonite" mahogany scratch-chip-resistant finish; side-controls; all-screen front.



### SCOTT TV Combinations

Scott Radio Laboratories, Inc.,  
1020 N. Rush St.,  
Chicago, 11, Ill.

Models: 3 radio-phono-TV combinations: Beaufort, Cheltenham and Crandon.

Selling Features: Beaufort has modern-styled cabinet, mahogany; features Series 1000 FM-AM radio; 3-speed changer; push-pull power amplifier; 15-in. co-axial speaker.

Cheltenham, classic cabinet, mahogany; same FM-AM radio, changer and speaker as above.

Crandon has same cabinet style as Cheltenham with Series 1510 FM-AM radio 3-speed changer and 12-in. co-axial speaker.



### CBS Table Phono

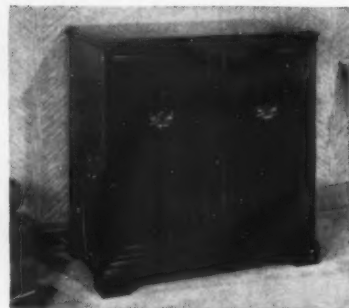
Columbia Records, Inc.,  
799 Seventh Ave.,  
New York, 19, N. Y.

Device: Columbia "360" portable table-model high-fidelity phono.

Selling Features: Cabinet measures only 16½ in. x 12½ x 10 in.; with lid down the cabinet forms a rigid, sealed sound chamber which makes possible rich bass reproduction; tonal range extends 2 octaves beyond ordinary instruments; 2 specially designed synchronized speakers mounted at the side of the cabinet radiate sound more effectively throughout room than a single-speaker; high precision amplifier components with push-pull output; 3-speed automatic changer shuts off mechanism after playing last record; plays 12 10- or 7-in. records; ten 12-in. discs, also 10- and 12-in. records intermixed.

Non-resonant die-cast metal tone arm places less than usual pressure

on both Lp and 78 rpm discs; dual needle ceramic cartridge equipped with sapphire styli; needle easily removed without use of tools; (diamond needle available at slight extra cost); loudness control automatically compensates treble and bass response to suit volume level; tone control permits adjustment of high frequency response to accommodate recording characteristics of various disc manufacturers. Choice of cabinet styles in mahogany, walnut, blond, and limed oak.



### CAPEHART TV Console

Capehart-Farnsworth Corp.,  
Fort Wayne, 1, Ind.

Model: Capehart, "Coronation" 27-in. TV console, No. 12F272M.

Selling Features: Features 27-in. rectangular tube; new Capehart TV chassis with reserve supply video power; ready for UHF with simple change of channel strips in Capehart Niagara Cascade Multi-Channel tuner, mahogany finish.



### STEWART WARNER TV Line

Stewart Warner Corp.,  
1826 Diversey Pkwy.,  
Chicago, 14, Ill.

Models: 12 new models comprise 1953 Stewart-Warner line.

Selling Features: All models have 21-in. picture tubes; changes in chassis design embodied in 9300-series chassis utilized in all 1953 models provide unitized circuit design, which is said to reduce service problems, eliminating "nuisance calls" and reducing the need to haul sets to shops for repair, also speeds up replacement of components when needed.

Line includes 6 consoles, 3 with UHF-VHF combination tuning; 6 table models, 2 with UHF-VHF tuning; cabinet finishes available in brown, coronation tan, blonde and mahogany.



Get the  
sales you've  
been missing-

sell backyard broiling  
in the kitchen!

Here's a real sales clincher with today's  
modern homemakers. It brings the  
deep penetrating heat of an outdoor  
charcoal barbeque pit right into  
the kitchen all year round. Cash in  
on the popularity of outdoor cooking  
for extra sales with *Magic Chef*!



**Magic Chef features for cooking magic**  
• "MAGIC-RAY" SWING OUT BROILER • RED  
WHEEL OVEN HEAT REGULATOR • "MAGIC  
OVEN-EYE" • ONE-PIECE TOP BURNER  
UNIT • "MAGIC-AIRE" DEODORIZING LAMP  
PLUS many other additional features

For more information write  
*Magic Chef, Inc.*, 1641 S. Kingshighway, St. Louis, Mo.

**STEAKS**  
with that outdoor  
charcoal-broiled flavor!



*Exclusive*

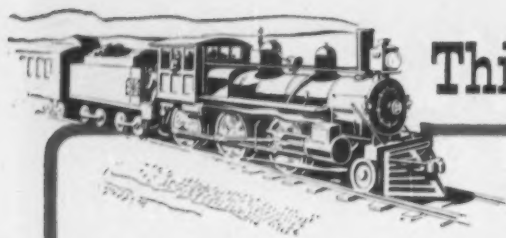
**Magic Chef**  
GAS RANGE

**"magic-ray"**  
SWING OUT BROILER

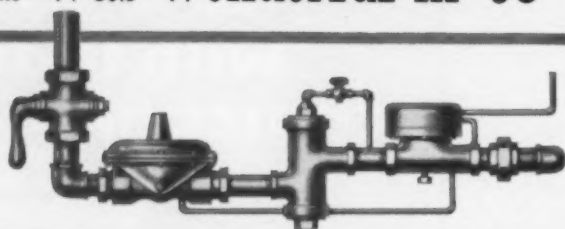


The secret's in the exclusive "magic-ray" charcoal hot special  
chrome alloy radiants that broil 40% faster, give off deep  
penetrating rays over the entire broiling area. And, the exclusive  
waist high Swing Out broiler is so easy to use and clean. The door  
protects from spatters, no bending or stooping. Broiling is easier,  
better, faster with a *Magic Chef* . . . and so are your sales!

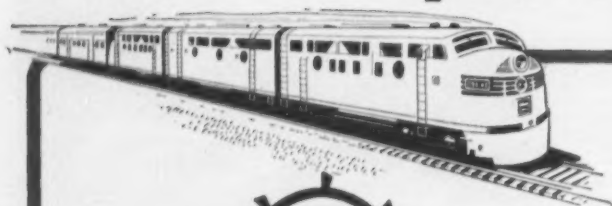
more women cook on *Magic Chef* than on any other range



This was wonderful in '93



but here's what  
you want today!



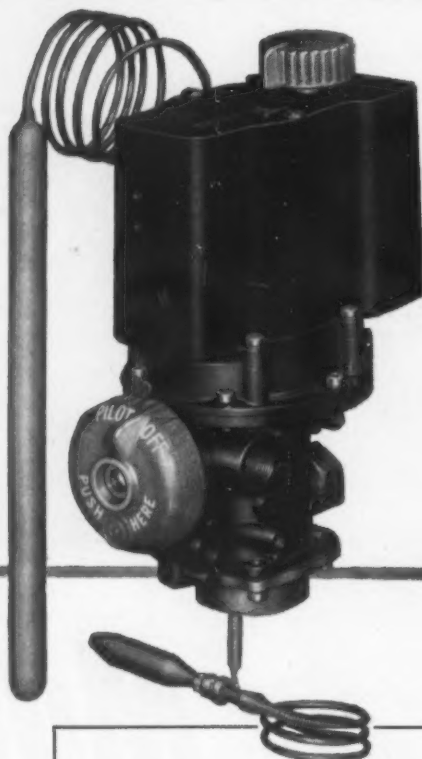
## Gasapack Space-Heater Control

IT'S easy to see the difference between old-fashioned methods of gas control and this up-to-date Model 54 Gasapack. Used on modern space heaters, it gives you many sales and operating advantages.

For example, the new "Comfort Snap" control—instantly added to any A-P Model 54 Manual Gasapack—converts it immediately to automatic temperature control.

It modulates from high to low fire... then quietly snaps off if no further heat is needed. When heat is again required, the control snaps the fire back to at least 50% of high fire... then modulates to suit temperature demands.

Silent, smooth and trouble-free, this *silent* control eliminates fluttering and popping of flame—bans chattering, groaning and vibration. Write for Bulletin G-220 today.



### Here's what you get with the "Comfort Snap" Control

- All the advantages of the Model 54 Gasapack — plus fully automatic control.
- No wiring; no wall thermostat. Attached to manual Gasapack in only a few minutes.
- Completely automatic action; modulation from high to low fire.
- If low fire furnishes too much heat, burner snaps off — but SILENTLY!
- Sensitive vapor-charged thermo-bulb efficiently regulates burner operation.
- There's no "hang-on" . . . "hang-off." You get no hums, clicks or chatter—no fluttering or popping.
- Maintains constant, healthful room temperatures in any weather.
- Stimulates heater sales . . . insures customer satisfaction.

## A-P CONTROLS CORPORATION

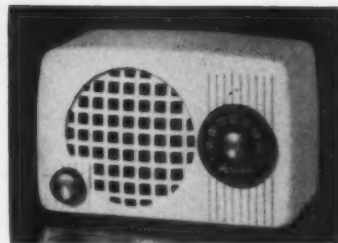


DEPENDABLE Controls

2400 N. 32nd St., Milwaukee 45, Wisconsin  
In Canada: A-P Controls Corp., Ltd., Cooksville, Ontario

## NEW PRODUCTS

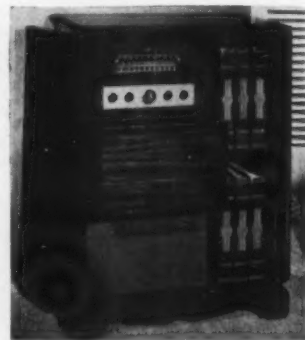
### RADIO



ARVIN Radio

Arvin Industries, Inc.,  
Columbus, Ind.

Model: New table radio No. 542-T.  
Selling Features: 4-tubes including rectifier, a.c.-d.c. superhet in all-metal shatterproof cabinet; automatic volume control; permanent magnet-type speaker; 20-ft. extendable antenna which tucks away into back of cabinet; ivory with ebony controls.



SCOTT Radio-Phono

Scott Radio Laboratories, Inc.,  
1020 N. Rush St.,  
Chicago, 11, Ill.

Model: Kensington radio-phono combination console.

Selling Features: Classic styling cabinet in dark mahogany finish; Series 1510 AM-FM radio with separate push-pull power amplifier; reluctance pick-up with built-in pre-amplifier; 3-speed changer and 12-in. co-axial speaker.



RCA Table AM-FM

RCA Victor Div.,  
Radio Corp. of America,  
Camden, N. J.

Model: RCA Forbes No. 2XF91 AM-FM table radio.

Selling Features: Has separate dials for AM and FM tuning; separate built-in antennas for the two services; continuously variable tone control permits adjustment of tone to suit taste; phono-jack also available, maroon cabinet.



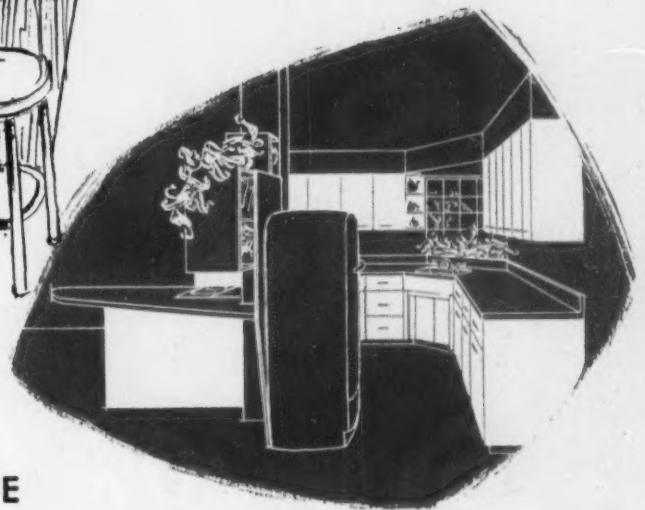
# 3 reasons why Harrison

is a **KITCHEN  
DEALER  
LINE**

of Steel  
Cabinets



The illustration consists entirely of Harrison Standard Cabinets



## HARRISON IS A **complete** LINE

all the cabinets...all the accessories...all the gadgets needed for any kitchen job!

- Colors and wood grain finishes
- Standard cabinet sizes 12" to 72"
- Custom units made to measure

## HARRISON IS A **quality** LINE

contemporary design...superior construction and finish demanded for luxury kitchens!

- One-third heavier weight steel
- Radius edges    Nylon roller drawers
- Spring hinges    Sound insulation

## HARRISON IS A **competitive** LINE

the deluxe custom-type features required for modern interiors...at standard prices!

- Priced for middle-income bracket
- Special-purpose units standard priced
- STANDARD cabinets in COLORS

**Harrison** STEEL CABINET COMPANY  
4718 W. FIFTH AVENUE • CHICAGO 44, ILLINOIS

### AVAILABLE IN THESE COLORS and GRAINS

sunrise pink	natural oak
spring yellow	umber oak
elf green	natural birch
bonnie blue	knotty pine
mist grey	colonial maple
favorite white	grey oak

### SEND THIS COUPON NOW!

Harrison Steel Cabinet Co.  
4718 West Fifth Ave.  
Chicago 44, Ill.

Please send more information on HARRISON  
steel kitchens to:

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

# only **Vornados**<sup>®</sup> Exclusive **Vortex Control**

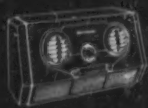


MODEL 50WAC  
AIR CONDITIONER

MODEL 75WAC  
AIR CONDITIONER

## Gives 20% Greater Cooling Effect

only **VORNADO** Air Conditioners  
offers all these  
**EXCLUSIVE FEATURES**



### TWIN AIR CIRCULATORS

Complete directional flow of high velocity air up to 30 feet in a room without draft. Each circulator rotates 360° — tilts four ways — to put air where you want it.



### VARIABLE COOLING

Regulates from 8,800 to 7,700 BTU's without complicated controls plus dehumidification adjustments which permit perfect cooling in any type of weather.



### COMFORT SELECTOR

Visual guide shows settings for maximum cooling effect at all times. Gives eight settings and combinations of cooling, ventilating, circulating, exhausting, dehumidifying.

- ☆ DEEPER PENETRATION — 30 feet in a room without drafts
- ☆ GREATER CIRCULATION — Cool air moves to *every* part of the room
- ☆ HIGH VELOCITY — Moves air farther and faster
- ☆ QUIET OPERATION — You have to "listen" to hear it

## DEMAND A COM

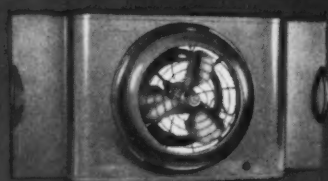
*Fair Treatment*

A Product of The O. A. SUTTON  
*The Only Independent Manufacturer*



# only **Vornados**<sup>®</sup>

## Exclusive **Vortex Action**



MODEL 30W  
WINDOW FAN



MODEL 38C  
AIR CIRCULATOR

## Moves Air 3 Times Farther... 3 Times Faster

- ★ DEEPER PENETRATION — Moves air to every corner of the room without drafts
- ★ GREATER CIRCULATION — Cool air moves continually to *every part* of the room
- ★ HIGH VELOCITY — Moves air three times farther and faster
- ★ QUIET OPERATION — Superbly quiet operation

## PARISON TEST!

*Quality Merchandise*

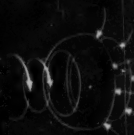
CORPORATION • Wichita, Kansas

*Specializing in Cooling Appliances*

only **VORNADO** Air Circulators  
offers all these  
**EXCLUSIVE FEATURES**

### TWIN CONES

Vornado's exclusive patented Twin Cones create a Vortex action of the air which circulates in a gentle swirling motion cooling every part of the room.



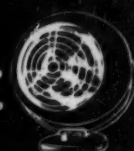
### DEEP PITCHED PROPELLER

More air is moved farther and faster with Vornado's exclusive deep-pitched propeller blades. Does work of three ordinary fans.



### MODERN DESIGN

With its advanced styling and design Vornado adds distinction to any setting — two-tone finish blends with any color scheme.



**TEST** your HORSEPOWER sense!

**Can you state the H.P.  
needed for these jobs?**



**CHECK  
ONE:**

☐ 1/8-h.p.   ☐ 1/6-h.p.   ☐ 1/4-h.p.   ☐ 1/3-h.p.

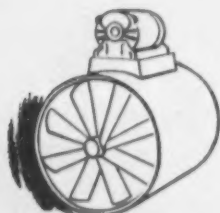
Right you are . . . the vast majority of refrigerators contain one-eighth h.p. motors. But did you know that more refrigerators are powered by Delco Motors than by any other make? It's a fact. Manufacturers appreciate Delco dependability!



**CHECK  
ONE:**

☐ 1/4-h.p.   ☐ 1/3-h.p.   ☐ 1/2-h.p.   ☐ 3/4-h.p.

Right again! Most washing machines use one-third h.p. motors . . . and more and more manufacturers of washing machines are installing Delco Motors in their products. Delco's dynamically balanced rotor, and Delco's steel-backed babbitt bearing with cored oil wells mean long trouble-free service—always.



**CHECK  
ONE:**

☐ 1/6-h.p.   ☐ 1/4-h.p.   ☐ 1/3-h.p.   ☐ 1/2-h.p.   ☐ 3/4-h.p.

Correct . . . it depends on the size of blower required. So remember: Delco motors for blowers are available in all standard h.p. ratings . . . and Delco motors are favorites with furnace makers, due to their efficient, ultra-quiet operation.



**DELCO**

The best running mate  
your product can have!



**DELCO PRODUCTS**

Division of General Motors Corporation • Dayton, Ohio

SALES OFFICES: Atlanta • Chicago • Cincinnati • Cleveland  
Dallas • Detroit • Hartford • Philadelphia • St. Louis • San Francisco



# TRADE REPORT



TED WEBER, JR.

News Editor

## January Markets: Despite Old Aches, a New Spirit

Some of the picture (like the sore feet and aching legs) were old.

But the products, people and spirit were new. As a result, last month's Winter Markets in Chicago were the liveliest in recent years. Even to appliance veterans who compare everything to the "good old days" before passing judgment, the 1953 winter markets looked good. New products, new faces, new optimism, and new merchandising angles were the reasons.

There were scores of new products—ranging from radically different "old" appliances such as G-E's XR10 refrigerator to startling "new" ones like Bendix' combination washer and dryer.

But equally important as a drawing card were the personal changes in the industry. Well-known names had changed positions and companies. Manufacturers were expanding their lines. Some familiar trade names were present on completely new products and a few trade names had been changed. Distributors, dealers, buyers and even manufacturers themselves took opportunity of Market Week to catch up on these changes.

(The television-radio end of the market was a considerably quieter session. There weren't many deals being offered and many of the top names were on hand more as a public relations gesture than for writing orders.)

### Covering Chicago

There was plenty going on in Chicago last month. On this and on pages 214, 215 and 218 you'll find descriptions in text and photo of the showings at the Furniture and Merchandise Marts. On pages 222 and 223 you'll find a story on the AHLMA annual winter meeting. In next month's Electrical Merchandising you'll find detailed coverage of the Navy Pier Housewares Show and the NARDA convention.

**New Products.** The appliance buyers who tramped their way through the halls of the merchandise and Furniture Marts found plenty in the way of new products to reward them for their efforts.

Item—Bendix showed off its Duo-matic washer and dryer combination.

Item—General Electric took the wraps off an experimental refrigerator which instantly became the talk of the market. It is shallow, sits up above the counter like a cabinet. Magnets hold the doors shut and a new thin insulation is used.

Item—Servel's ice-maker also drew a visit from everybody, most of them anxious to see for themselves how it worked.

Item—Gibson unveiled apartment-size freezers and cream-colored ranges and refrigerators.

Item—Westinghouse showed a new deep-fat fryer which doubles as a cooker for pot roasts. The firm also has (but was not showing) a new range with an electronically controlled surface unit to prevent food from burning.

Item—Duo-Therm has an electric-igniting space heater.

**TV Products.** There was new merchandise in the television exhibits, too, but for once the older appliance trade managed to steal most of the headlines.

Twenty-seven inch television sets, a curiosity a few years ago, were commonplace. What's more, they all have a good interlace on the picture, which means you can sit two feet away—instead of 30—and enjoy a sharp, clear view.

TV manufacturers, secure in the business that is coming from newly opened areas, are not passing out any bargains this year. The beef from buyers that prices were too high did not seem to be bringing forth many deals, possibly because inventories are low and there are certain to be sales anyway.

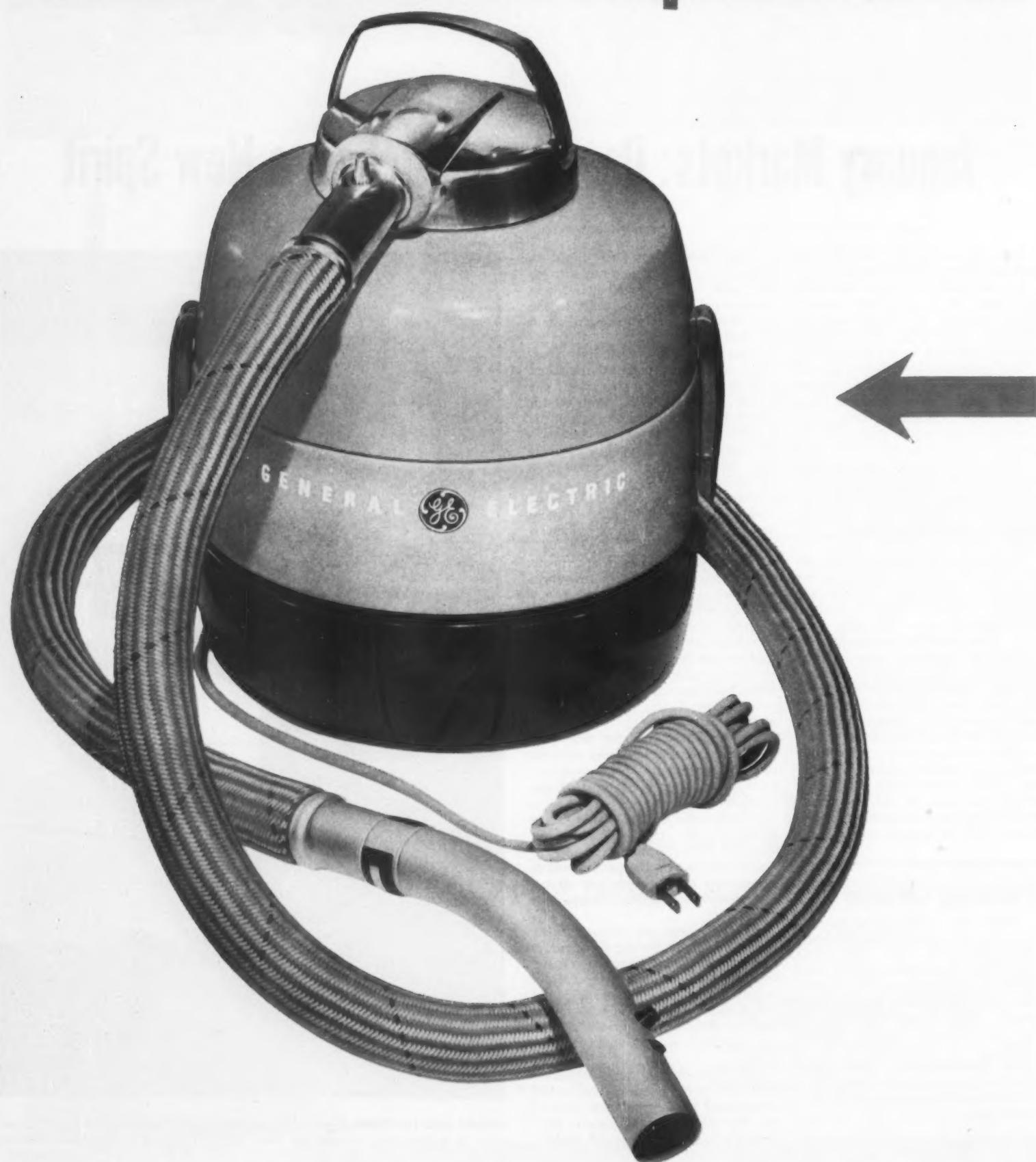
That's the market story—dehumidifiers, room coolers, dishwashers for the unsaturated market and new features on the standbys to persuade Mrs. Dofuddy to trade in that old model.



**WEARY AND FOOTSOE** from making rounds of Winter Market exhibits, this buyer pulls up a chair and kicks off her shoes while looking at a Ryan Freeze Pantry.

General Electric announces . . .

# A new Swivel-top cleaner





# at a new low price

## —only \$89.95\*

### Here's your chance to go "big time" in the cleaner business!

#### Mister, this is it!

This is the year to get your rightful share of a \$270,-000,000 business! The year your store can do the biggest volume of vacuum cleaner sales in your town!

For General Electric's new Swivel-top cleaner—a new improved model of the original Swivel-top cleaner—will retail at a new nationally advertised low price of only \$89.95—including attachments and caddy!

Handsome with its new harmonized finish, the machine that made "Reach-easy" cleaning "buy words" all over the country will be an even hotter number in 1953.

#### And remember this!

Behind this new "red-hot" cleaner will be the biggest consumer advertising campaign in the business. Full-color pages in LIFE and GOOD HOUSEKEEPING—17 of them during the year. Personal in-home dem-

onstrations on the new General Electric television show, "I Married Joan"—34 of them during the year.

Result: the biggest backlog of customers pre-sold on the new low-priced General Electric Cleaner than for any other cleaner at any price!

And remember this, too. Right now, 2 out of 5 homes don't own a cleaner; one-third of all cleaners owned were bought at least ten years ago!

You can't miss! You've got the best cleaner made. You've got the G-E monogram on it—and the biggest promotion in the business behind it. You've got the pre-sold customers—and an expanding market. You've got everything you need to get the business.

#### Let's get it!

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

\*Manufacturer's recommended retail price.

*You can put your confidence in—*

# GENERAL



# ELECTRIC

# New Products Steal the Show at the Winter Markets...



**NEW ICE CIRCLES** (instead of cubes) from Servel's ice-maker refrigerator are sampled by magazine editor Myrna Johnston.



**NEW REFRIGERATOR** (an experimental model by G-E designers) set tongues to wagging, created steady flow of visitors to G-E space.



**NEW DEEP FRYER** by Westinghouse turns out doughnuts for distributor Bing Law and his wife to sample.



**NEW FREEZER** by Norge is demonstrated by refrigerator sales manager Jack Tenney.



**NEW ELECTRIC IGNITION** system for heaters occupies Duo-Therm's Karl Egeler and L. C. Vandertill.



**NEW BRAMMER** cabinets in birch come assembled and finished, assembled but unfinished, or in knock-down form. Billie Giroux points to continuous shelving.



**NEW TELEVISION** set with sliding panel (at right) which covers record player was tried out by Carl Onsager of Mauston, Wisc.



**NEW APPROACH** to refrigerator market by Servel holds attention of competitors — W. A. McDonough and Ed Herbert, both of Bendix.



## But Familiar Faces Hold Attention of Many Buyers



**CONFERENCE** between dealers and manufacturer: Duchess vice-president Jules Alexandre listens.



**CONFERENCE** between salesman and editor: J. A. Joseph of Royal visits Dahy Barnett of Household.



**CONFERENCE** between distributors and manufacturer finds Kelvinator's Dan Packard looking serious.



**CONFERENCE** between manufacturers finds John Urban of Wesco and T. J. Newcomb, right, of Westinghouse visiting with Kelvinator's Charles Lawson, center.



**PITCH** on cleaners is delivered to distributor H. E. Mann and his staff by Charles Toland, manager of Apex cleaner sales.



**SHOWING OFF** his firm's range line is Eugene Lindemann, president of A. J. Lindemann & Hoverson Co. set in Merchandise Mart display space.



**PITCH** on heaters finds Queen Stove's Ralph Barnes and Ralph Squires demonstrating for Mr. and Mrs. C. H. Brown, Lemoyne, Pa.



**SHOWING OFF** his firm's range line in Furniture Mart showroom is Eugene Lindemann, president of A. J. Lindemann's & Hoverson Co.

**FOR MORE MARKET PICTURES SEE PAGE 218**

for '53

# Better See





# Motorola TV

## *Standout Picture* with **MIRACLE INTERLACE**



### 3 BRAND NEW MODELS—PLUS THE GREATEST SELLING STORY IN '53 TV!



**MODEL 21T3**—Mahogany plastic table model. King-size 21-inch picture tube. Dependable performance. Suggested list—**\$229.95**

Now, Motorola leadership in circuitry design gives you *Miracle Interlace*!

For '53, the standout selling story in TV has added punch that means standout volume.

Perfectly, permanently synchronized interlace. Double the detail. Eye-easy. Completely filled in, top-to-bottom, side-to-side!

And—3 great new additions to the Standout Line. See them—show them—sell them!

*Full one-year warranty on ALL PARTS, all tubes, Standout Picture tube. Built-in all-channel UHF Strata-Tuner optional. Built-in UHF-VHF antennas. Better Sell Motorola TV for '53!*

All prices subject to change without notice. Higher in South and West.

**MODEL 21K9**—Motorola's fabulous new Lift-lid console. Richly grained natural birch. King-size cylindrical 21-inch Standout Picture tube. Suggested list—**\$389.95**

### *Standout Value!*



**MODEL 21K10**—King-size 21-inch cylindrical tube console. Mahogany finish. Suggested list—**\$299.95**. Also in lined oak, slightly higher.

## Motorola TV

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

**JANUARY MARKETS: DESPITE OLD ACES, A NEW SPIRIT (Cont.)**



**BEAUTIFUL MODEL** in the Bendix exhibit holds the attention of contract sales manager Hodge Morgan.



**DEMONSTRATION** for banker G. L. Ostrou is provided by Coolerator's H. C. Beresford, left.



**BADGE** for appliance veteran Frank McGrath is provided by Irene Kalmov at the Stiglitz dryer exhibit.



**SHELVES** in lid of freezer are demonstrated in Crosley exhibit by Mel Roger.



**REDUCED PRICE** on Telechron's decorator clocks are emphasized by John Babb.



**VORNADO DISPLAY**—but not the girl—are available to dealers. At right is promotion manager Fred Kathis.



**DISHWASHER** is the center of attention for Elizabeth Herbert of McCall's and A. M. Bruninga, left, and Kenneth Cook of American Kitchens.



**UPRIGHT FREEZERS** to fit apartments are shown George Lubenow and James C. Lawson by freezer sales manager Charles Pearson, right.



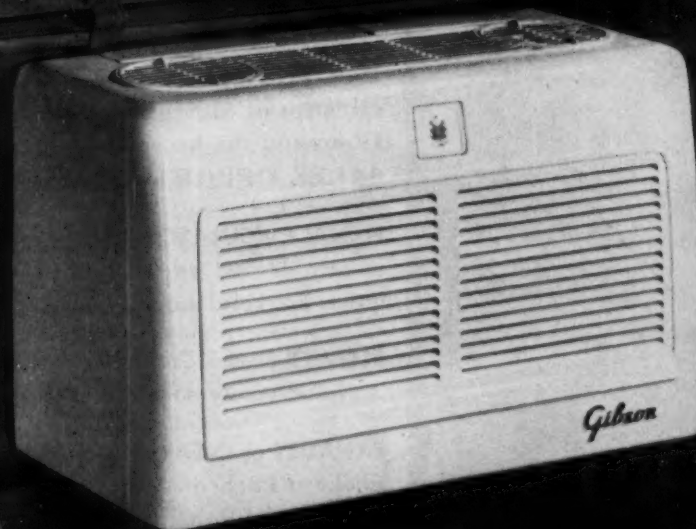
# BUY **NOW**...PAY LATER!

**Get your share of room air conditioning profits  
this year...for sure...with the new Gibson!**

**Now available!**

**$\frac{1}{3}$ - $\frac{1}{2}$ - $\frac{3}{4}$  hp models**

**115 and 230 v.**



**Maybe you missed it completely...maybe you didn't get enough. Whichever is true, there's NO reason now why you can't get your share of room air conditioning profits this year with GIBSON!**

**Unusually liberal finance plan** is yours from cooperating GIBSON air conditioner distributors: buy now—start shipments now—start paying later. It's the most practical plan you've ever seen—for early-season profit it lets you pay as you sell!

**Gibson's got everything** your customer wants in a room air conditioner! Six-way comfort conditioning: cools air, removes moisture, cleans air, freshens air, exhales stale air, circulates evenly without drafts!

**And everything you want, too!** Easy installation at lowest cost! No plumbing necessary—plugs in like a radio! Fits any window! Hermetically-sealed system! Available in the 3 popular sizes! Better get in touch with your GIBSON distributor right away. Get your share of room air conditioning profits this year...with GIBSON!

**Time to get going with the new**



# **Gibson**

**room air  
conditioner**

Gibson Refrigerator Company • Greenville, Michigan

REFRIGERATORS • ELECTRIC RANGES • FOOD FREEZERS • AIR CONDITIONERS



# Revolutionizes

## Only the All-A-Round Fan has 4-Way Performance

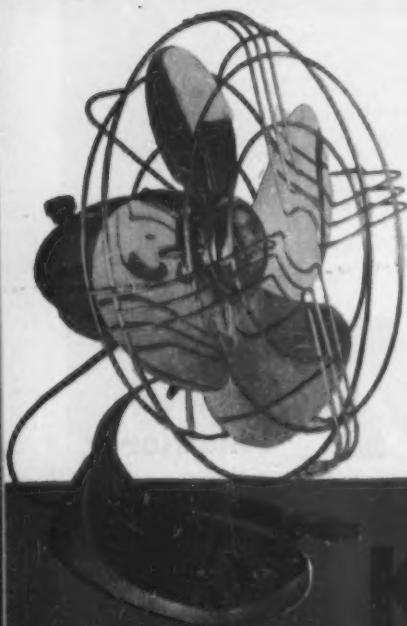
**DAY AND NIGHT COOLING**... one or two units in casement or conventional windows provide a complete all-around-the-house cooling system. (MULTIPLE SALES OPPORTUNITY FOR YOU!)

Yes, the ~~KM~~ All-A-Round Fan will quickly solve cooling problems... from cellar to attic!

**FLOOR CIRCULATOR**... a portable fan that can be set to any desired angle... ideal for home and office. A quiet, powerful summer cooler.

**BLOWER FAN**... on table, desk or shelf. Safety guarded... handsomely designed to sell on sight!

**EXHAUST or INTAKE**... quickly expels stale, warm air, smoke or kitchen odors... takes only seconds to reverse position and draw in cool, fresh air.



## JACK FROST FANS

10" AND 12" OSCILLATING DESK FANS. LOW PRICED...

PACKED WITH SALES APPEAL!

with exclusively designed oscillating feature for variable degree oscillation

KNAPP  MONARCH



# the Fan Business



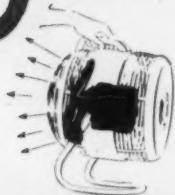
**DUO-AIRE THE FAN WITH 2 IN 1 SALES APPEAL!**



• High Velocity Blower • Scientific Circulator

The **KM** DUO-AIRE Fan has an exclusive reversing gear feature... that actually revolves the motor and blade unit within the housing (as illustrated below)... so that the Duo-Aire Fan is actually a high velocity blower... and a scientific circulator.

The **KM** Duo-Aire Fan is portable... safe... silent... efficient... a fan your customers will buy! The **KM** Duo-Aire Fan means more fan profits... a real "walk out" item.



## **SALES BOOSTERS**

**For Your Store Make Selling A "Breeze"!**

# **GIANT FULL COLOR**

**30 x 40 INCH ROBOT SELF-SELLER DISPLAYS**  
with every Duo-Aire and All-A-Round Fan purchase.

**ST. LOUIS 16, MO., U.S.A.**



**NEWLY ELECTED AHLMA** president W. R. Dabney, right, poses with Roy Bradt, center, and W. Homer Reeve of Easy. Dabney is first ironer manufacturer ever elected to head group.



**AHLMA VICE-PRESIDENT** A. C. Scott (Apex) addresses members of the group's new executive committee. Seated from left to right are Elisha Gray (Whirlpool), V. F.



**GENERAL ELECTRIC's** Ed Haines and Lloyd Hertzler wait at registration desk.



**NEW AHLMA MEMBERS** C. J. Coward and J. B. Johnson of Kelvinator pose for the photographer during convention luncheon.



**THOR PRESIDENT** John Hurley answers a question for Emil Best, F. J. Simpson, and W. W. Chapman, all of Thor, during lull between sessions.





Peterson (Norge), Frank Breckenridge (Automatic Washer), Joseph Grashans (ironer division of Speed Queen), Robert M. Mitchell (Whirlpool) and Parker H. Ericksen (Bendix).



**LAUGH** at next table catches the eye of Hal Biddle (Ironrite). At right is E. C. Doll, president of Lovell. Speakers told convention that industry might set all-time record in coming year.



**SALESMAN AND ENGINEER**, L. W. Harvath and W. C. O'Connell of G.E. discuss a problem during lunch. One-day (January 3) meeting was held in Chicago's Morrison Hotel.

## Home Laundry Men See Record Year

**That's the prediction of retiring president Frederick Mitchell as AHLMA holds annual meeting, elects W. R. Dabney as president for coming year.**

A prediction that the home laundry industry in 1953 will match or surpass the records set in 1950 highlighted the annual meeting of the American Home Laundry Mfrs. Assn. in Chicago early last month.

The prediction came from Frederick M. Mitchell, retiring president of the group. Mitchell pointed to a "highly favorable inventory situation, the greatest activity, research, design, and

manufacturing-wise in our industry's history, introduction of new models, new trends in design, stepped up study in laboratories, an immense replacement market coupled with a record number of homes, general acceptance of better ways of doing the home laundering and the entrance of important new interests into our industry" as substantiation of his prediction.

For the first time in its history, the

association named an ironer manufacturer to its presidency. The election of W. Richard Dabney, vice-president of Ironrite, was due "partly to recognition of the steadily growing acceptance of the fully equipped home laundry principle", Roy A. Bradt, chairman of the nominating committee said.

Mitchell was elected an honorary life member of the association, the

only person ever so honored.

Other officers elected include A. C. Scott of Apex, John R. Hurley of Thor and R. J. Sargent of Westinghouse as first, second and third vice-presidents, and Howell G. Evans of Hamilton as treasurer.

T. C. Craig of Mullins and C. C. Daily of Firestone were named chairman and vice-chairman respectively of the AHLMA associates division.



**SUPPLIERS** O. L. Earl of Acme Aluminum (center) and J. E. Britt of Mullins listen to V. F. Peterson of Norge, left.



**SOAP** maker and washer maker confer. At left is J. A. Woodhead of Colgate-Palmolive-Peet. With him is Frigidaire's J. R. Cobb.

Another  
Engineering  
Miracle By

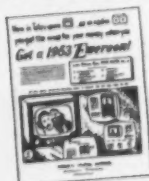
**Emerson**

## IN THE MOST SPACE-SAVING

**A Power-Packed Advertising Program Backs This Revolutionary New Emerson!...Pulls in Traffic, Pays Off in Sales!**

See the spectacular announcement of the new Emerson Space Saver in high-impact

pages in LIFE, LOOK, SATURDAY EVENING POST and BETTER HOMES & GARDENS.



### National Newspaper Ads Carry Your Name!

Powerful ads that pay off for you! Because they feature *your* store name, bring traffic to *your* store!



### Timely Co-op Mats and Radio Spots!

Hard-hitting ads to run under your own name. Sell-packed radio spots to give you added coverage!



### Full Page, Full Color Magazine Ads!

LIFE, LOOK, SATURDAY EVENING POST, BETTER HOMES & GARDENS.



### Billboards with Your Own Imprint!

High-impact 24-sheet posters...with *your* name featured in your neighborhood!

**PLUS** brilliant, attention-getting Sales Promotional Material for display in your store!

## Yes, ALL ALONG THE LINE...EMERSON SPOTLIGHTS THE DEALER!

- ✓ **1. Bigger Profits.** The Emerson dealer program delivers bigger discounts...better profit opportunities!
- ✓ **2. Price Protection.** Emerson gives you the strongest price protection plan...the safest buying advantage...the greatest selling opportunity in the industry.
- ✓ **3. Pioneering-Engineering.** Sales-minded Emerson engineers produce sales-winning "firsts." The latest: Side Control, most radical development in 5 years.
- ✓ **4. One-Chassis Line.** Every Emerson has the same powerful chassis acclaimed for outstanding, service-free performance.
- ✓ **5. Traffic Builders.** For '53, Emerson's 17" table model with fine wood cabinet at only \$179.95. (Includes excise tax and warranty. Prices slightly higher in South and West.)



- ✓ **6. Step-Up Models.** Emerson gives you a natural step-up model every inch of the way, from the low-priced "leader" to the top of the line!
- ✓ **7. Diversified Line.** The Emerson line is really complete—17" and 21" table models, consoles, combinations—to help you sell every customer!
- ✓ **8. Ready for UHF.** Cascade Turret Tuner in every Emerson makes top performance UHF available, with a simple insertion of tuning strips!
- ✓ **9. National Advertising.** Emerson shatters precedent! Reaches every corner of the nation with high-impact, high-frequency campaign.
- ✓ **10. Advertising That "Spotlights the Dealer."** Designed not only to sell but to sell for you—by promoting your store in your community.

*Proof again!* THAT **Emerson** IS THE LINE WITH THE DEALER IN MIND!



# GIANT 21" PICTURE CABINET EVER DESIGNED



EMERSON SPACE-SAVER MODEL 740

## Cash in on consumer demand for 21" compact cabinet table models!

Here's a 21-inch table model that's revolutionary, packed with sales potential! It features Emerson's exclusive "Side-Control" panel...and Emerson's exclusive "All-Screen Front"—now even more impressive, with big 21-inch picture sweeping across almost every inch of cabinet front! But here's the biggest news: this great new Emerson combines a King-Size 21-inch screen with the slimmest, trimmest, most space-saving cabinet ever designed...more compact than most other conventional 17-inch table models.

Here's the most explosive selling weapon in television. This, Mr. Dealer, is the Emerson-ammunition you need to capture a tremendous untapped market... thousands of people who want giant screen table models in compact cabinets.



**14,000,000 SATISFIED OWNERS!**

\*Reg. U.S. Pat. Off.

Cash in now on this massive sales potential. Let the biggest advertising campaign in Emerson history pull traffic into *your* store. Let Emerson Model 740 convert traffic into sales. Call your Emerson distributor today. See why Emerson is America's Best Buy...and your best seller.

**PROVE  
IT TO  
YOURSELF**



Even the conventional 17" cabinet is larger than the new Emerson 21" Space-Saver!

**Emerson** America's Best Buy!

Emerson Radio & Phonograph Corp., New York 11, New York

## PRE-SEASON HANDYBREEZE FAN PURCHASES EARN CERTIFIED STOCK INSURANCE PLAN FOR DEALERS

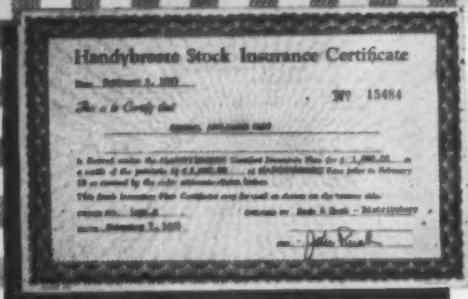
Dealers and distributors can stock Handybreeze fans with confidence now to prepare for another bonanza summer selling season in 1953 yet have no major inventory problems if the weather turns unexpectedly cool, according to Adam Hepp, sales manager of the Chicago Electric Manufacturing Co.

"The Handybreeze Certified Stock Insurance Plan takes the gamble out of the fan business," he explained, "by protecting profits and insuring against costly carry-overs in inventory. Pre-season buying earns the stock insurance plan for distributors and dealers."

"The re-designed line of Handybreeze

fans for 1953 is proof that quality can bear a modest price tag," Mr. Hepp said. "With modern styling in frost gray and ice blue, plus specialty features such as polished safety guards and sturdy tip-proof construction, the complete line offers eye-appeal and superior performance—actually deluxe fans at economy prices," he added.

Find out about the Handybreeze Certified Stock Insurance Plan today! Write for complete details. Address Dept. EM-2, Chicago Electric Mfg. Co., Chicago 38.



**BUY NOW...TO TAKE  
THE GAMBLE OUT OF**

**THE FAN BUSINESS**

# Handybreeze

## CERTIFIED STOCK INSURANCE PLAN

**Insure Against Inventory Carry-Over  
by PRE-SEASON Fan Buying in 1953**

Advance purchase is essential in assuring the proper stock and right assortment to really cash in on the fan business. Handybreeze fan sales are good when many other electric housewares are slow—and now you can insure against cool summer weather! Protect your profits and avoid costly inventory carry-overs; let the Handybreeze Certified Stock Insurance Plan take the gamble out of your fan business.



### Handybreeze 12" Safe-T-Guard Fan

Modern spiral guard protects children and pets. Two speed switch. Frost gray and ice blue finish. #3392 AC-UL List: \$27.95



### Handybreeze 12"

Proof that quality can bear a modest price! Powerful 4-pole motor. Oscillating. Tip-proof. Frost gray and ice blue. #3362N AC-UL List: \$21.95



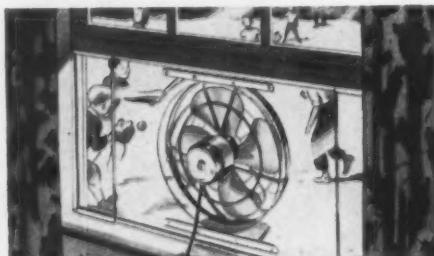
### Handybreeze 10"

A deluxe oscillating fan at economy price! Rugged 4-pole motor. Heavy cast base. Frost gray & ice blue. #3360N AC-UL List: \$14.95



### Handybreeze 8"

Popular priced fan for table, desk or small room. Tilt adjustment. #3328N AC-UL List: \$6.95

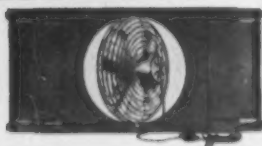


### Handybreeze 10" Clear-Vue Fan

Weather-proof portable window ventilator fan, styled in transparent unbreakable Lucite. Reversible for intake or exhaust. No installation. Weatherized motor. Extends 27" to 35". #3330-NW AC-UL List: \$29.95



Handybreeze Big 20" Window-Aire exhaust fan. Heavy duty 3-speed G.E. motor. Deep pitch blades. Safety guard inside, auxiliary guard outside. #3394 AC-UL List: \$54.95



### Handybreeze 12" Duo-Vent Fan

Dual purpose reversible fan for intake or exhaust. Weatherized motor. Polished safety guard. Extends 28" to 37". #3393 AC-UL List: \$27.95



**SEND FOR FREE BOOKLET**

Chicago Electric Mfg. Co., Dept. EM-2  
6333 W. 65th St., Chicago 38, Illinois

Please rush me without obligation your FREE booklet giving complete details on Handybreeze Certified Stock Insurance Plan for Fans.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## PEOPLE

### Retires



**A. M. (MIKE) SWEENEY**, assistant to the general manager of G-E's major appliance division and one of the best known figures in the industry, retired last month. Sweeney joined G.E. in 1910 and occupied executive positions with the firm's lamp department for many years. He became assistant manager of the refrigerator division in 1929 and from that point on (with the exception of two war-time years during which he coordinated one of the firm's defense projects) occupied top level sales positions with the firm's appliance division.

### Scott Leaves L & H

Johnston P. Scott, vice-president and general manager of A. J. Lindemann & Hoverson Co. resigned from that position, effective December 15, 1952. In a letter to distributors, E. A. Lindemann, president of L & H, said that Scott's resignation "must in no way be construed as an action of this company in curtailment of its effort in selling or in any other way." Scott's future plans will be announced shortly.

### Joins Tide Bureau

Home economist Josephine Rasmusen has been added to the educational staff of the Tide Home Laundering Bureau. Her duties will be principally concerned with helping the home service departments of retailers, distributors and utilities in educating consumers on modern home laundering techniques.

### Scheduled Meetings

#### ADEQUATE WIRING CONFERENCE

La Salle Hotel, Chicago  
February 26-27

#### ELECTRICAL INDUSTRY CONVENTION

North Central Electrical Industries  
Nicollet Hotel, Minneapolis  
March 8-11

#### NAT'L ELECTRICAL MFRS. ASSN.

Edgewater Beach Hotel, Chicago  
March 9-12

#### EDISON ELECTRIC INSTITUTE

19th Annual Sales Conference  
Edgewater Beach Hotel, Chicago  
March 30-April 2



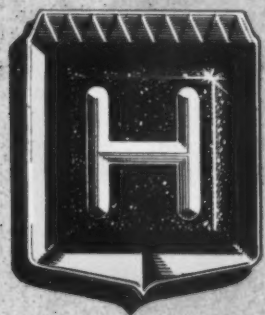
**SELL the freezer line  
with a GOLDEN FUTURE!**

# Golden Leisure

**FREEZER SENSATION OF THE YEAR**

*-Backed by a hard-hitting selling program-*

*Turns freezer prospects into-red hot customers for you!*



**HARDER-FREEZ  
HOME FREEZER**



**FIRST ALL-NEW MAJOR STYLING JOB IN THE  
FREEZER INDUSTRY**—brilliantly designed by Sheldon Rutter!



**BRAND NEW CONVENIENCE FEATURES**—to help you close sales *faster!*  
Packaging Pantry! Pie-Tainer! Sno-flake Storehouse! Chalk-up  
Chart! And many others!



**COMPLETE LINE**—chests and uprights . . . a size and model to fit every  
family need and budget, too! No lost prospects! No slow-moving sizes!



**NO TRADE-INS**—in a freezer market that hasn't even approached saturation.  
You pocket your golden profits on the spot—no delays while you dispose  
of customers' trade-in models!



**NO "MUST-HANDLE" ITEMS**—No "dogs" to take on in order to earn a  
fast-moving item. HarderFreez sells only one line—the fast-moving  
Golden Leisure line of home freezers.



**POWERFUL NATIONAL ADVERTISING SUPPORT**—with colorful,  
big-space advertisements geared to pre-sell freezer prospects *in your area*  
— and make your selling job easier!



**LIBERAL COOPERATIVE ADVERTISING PLAN**—to tie-in national  
HarderFreez advertising support with your local sales and promotional efforts!



**SKY'S-THE-LIMIT MARKET**—new, golden-rich profit possibilities in a  
market less than 10% saturated!

A FEW EXCLUSIVE TERRITORIES ARE AVAILABLE.  
Call, wire or write — Harder-Freez Division,  
Tyler Fixture Corporation, Niles, Michigan



**HARDER FREEZ HOME FREEZER**

the freezer that's 9 ways easier!

HARDER-FREEZ DIVISION, TYLER FIXTURE CORPORATION, NILES, MICHIGAN

# 1990 SOLD in December Alone...

SENSATION OF THE INDUSTRY!

**EUREKA** Roto-Matic  
SWIVEL-TOP CLEANER

**SMASHES  
SALES RECORDS!**

\$20 TO \$30 LESS THAN  
COMPARABLE CLEANERS  
Imagine! With COMPLETE  
set of DeLuxe tools...only

\$20 to \$30 Saving **\$69.95**

**EUREKA**  
Roto-Matic  
SWIVEL-TOP CLEANER



Chicago is only 4½% of the national market—yet in this one city, in the one month of December, nearly 2000 new EUREKA cleaners were snapped up by a hungrily enthusiastic public. Just a matter of weeks after the FIRST Roto-Matic rolled off the assembly line!

A HOT item, if you ever saw one!

And why shouldn't it be? This sensational EUREKA Roto-Matic swivel-top cleaner at \$69.95 is planned, produced and priced for quick sales in big volume—backed by a MILLION DOLLAR introductory promotion—sustained by national advertising of unprecedented power—and sold right in your store by your regular salespeople at FULL PROFIT to you!

Don't miss the bandwagon!

→  
'Phone, wire or write **TODAY!**



# IN CHICAGO

## (in 4½% of U.S. market)



Goes with the *Roto-Matic* as ham goes with eggs. The EUREKA Automatic upright with its easy "plug-in cleaning" which involves no assembly of parts is often preferred by older women and particularly those with large rugs and carpets.

EUREKA dealers who feature the EUREKA "twins,"—the *Roto-Matic* and *Automatic*—are therefore in an excellent position to meet all cleaning requirements and to satisfy their customer preference without "switch" selling or super-salesmanship.

The special \$21.95 trade-in offer on the EUREKA Automatic stops customer "shopping" and enables store salespeople to close sales quickly and with good profit to you.

### EUREKA DIVISION

Eureka Williams Corporation • Bloomington, Illinois  
In Canada: Onward Manufacturing Co., Kitchener, Ont.

**TERRIFIC TRADE-IN OFFER!**

**EUREKA Automatic**  
MODEL S-250-A  
**Complete with Tools!**

**SAVES CUSTOMERS \$21.95**

Special low promotion cost-price makes it possible for dealers to give \$21.95 set of cleaning tools in exchange for any old cleaner. This big offer closes sales quick!

Regular Price Complete  
with Tools.....

Special Trade-in Allowance....

*Complete with  
Cleaning tools*

\$111.90  
21.95

\$89.95

# EUREKA

*Automatic*

for big rugs and carpets

**EASY PLUG-IN CLEANING**



**TOP LEVEL** Amana team of sales manager E. L. Hinchcliff, standing, and executive vice-president George Foerstner confer during firm's distributor meeting in Cedar Rapids.



**THE PHILADELPHIA** story told by Newton Misell, left, of Pierce-Phelps brings a smile to the face of Amana ad manager Merlin Morris.

## Freezer Education

**Amana's George Foerstner gives his company's distributors a quick look at both the bright and dark sides of the freezer business**

When George C. Foerstner, executive vice president of Amana, spreads his hands on the pulpit and talks, he has no written speech. As a consequence, his discourse is likely to be a liberal education on the troubles and accomplishments of the home freezer business.

Visitors to the fifth annual Amana distributors conference at Cedar Rapids, Iowa, January 4, were recent beneficiaries of such instruction.

Fly-by-night food plans and planners who worked the country into a lather with stories of 50 percent savings on family eating, and brought down the wrath of better business bureaus are receding into the past, Foerstner said. The legitimate food plan is as popular as ever, there being no

proof like the eating, he pointed out.

The food warranty program is looming in importance, he stated. If a freezer is full of food and trouble occurs, the banker has trouble collecting. The food warranty protects the banker, who is the key to successful selling of the food plan.

With the trend on the part of manufacturers to complete lines, there is a tendency on their part to have products made up for them, Foerstner said. If the manufacturer does not really produce the item, he is really a jobber and the distributor just a glorified dealer. Mr. Foerstner cited as an example an Amana unit which sold to a distributor for \$160. The exact, comparable item from a complete line cost the distributor \$190.

Furthermore, Amana had a complaint that many home freezers coming on the market are really converted household cabinets, he said. As a result, the sizes are really not as represented. The way to test is to see how much food it will hold. Foerstner pointed out that a 12 cu. ft. Amana held 306 quart packages of food. A 11.5 cu. ft. competing brand held 206 packages. If the customer should buy by capacity, he will pay \$1.53 for each package space in an Amana and \$2.08 in the competing model. Six out of 11 food freezers on the market are smaller than their ratings, according to Consumer Research.

As complete lines compete for dealers and distributors, opportunities of single operator as dealers or distributors improve, Foerstner declared, much as was the case in early days of the vacuum cleaner. As an example of how the little fellow can do all right, he

pointed to Jack Powell of Los Angeles, who last year earned \$124,250 on a capital of \$10,000.

Ed L. Hinchcliff, sales manager, Amana, pointed out that the average family considered its food costs three times as important as rent. The N. Y. Times declared that the average income tax in the country was \$340, and Hinchcliff said there were occasions when the saving on food could offset the income tax.

On the program were Robert F. Dee, Walter Wendler, W. J. Dickinson and Merlin Morris.

The present Amana line for 1953 consists of five models, an 8 cu. ft. and 14 cu. ft. chest, and three up-rights with 12, 18.1 and 25 cu. ft. capacity.

The company has spent in excess of \$3 million for tools and expansion, is buying steel in 10 ton lots and doing its own shearing and electronic cleaning, and has set up equipment which sprays without help of human hands. Eight 100 ton presses are expected to produce all the trade can sell this season, without unforeseen breakdowns and delays.

## Add Washers

Hamilton Mfg. Co., which has played an important role in the home laundry field while marketing only a dryer, has announced plans to add an automatic washer to its lines in May.

E. P. Hamilton, president of the firm, said that the company, pioneer makers of dryers, was entering the washer market "in order to provide its dealers and distributors with matched units."

tionally" was announced during the meeting by A. D. Vining, vice-president and general manager of the firm. They are E. J. Byrne and E. S. Nobles who will cover the southwest and south central regions.

Shown during the meeting was a new 60-gallon gas water heater.



**DIVISIONAL MANAGER** Max J. Wilson is crowned "Mr. Water Hotter" during annual meeting of White Products Corp. divisional managers. At left is vice-president A. D. Vining while assistant sales manager G. J. Vander Weele is at right. Wilson won title on basis of his sales record.

## White Reveals Plans

Introduction of new personnel, new models, and new advertising plans highlighted the annual meeting of White Products Corp. divisional managers in Grand Rapids in December.

During the coming year the firm will undertake the largest advertising sales promotion activity in the company's history. Featured in this program will be two distributor-wide sales activities with merchandise prizes and cash incentives going to winning distributor personnel. The company will again sponsor its "Miss Water Hotter" sales plan for distributors.

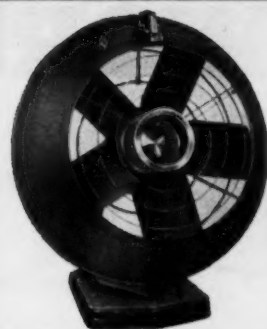
Appointment of two new divisional managers "in keeping with expanded sales activities of the company na-



**AMANA'S** Walter Wendler takes over the speaker's stand during session of distributor convention.



# every season is selling season for Mimar Dynafans



**MP 525 HV**  
**High Velocity Dynafan**  
High value as well as high velocity. This moderately priced fan includes the new aerodynamic five-fin, all-steel blade in 10", 12" and 14" sizes, in specially designed housing for efficient cooling or ventilation. Powered for continuous duty. Moves 3850 cu. ft. per minute. Ideal for residences, offices, factories. Height 23 1/4", width 21", depth 13 1/4".

**MP 212 A**  
**Deluxe Fan-Heater Combination**

Portable, powerful packaged ventilation. Beautifully styled. 15 7/16" high, 7" deep, 14 1/4" wide. Ideal for smaller rooms or hard to heat or cool corners. 350 cubic feet per minute. Fully protected. Tilttable.



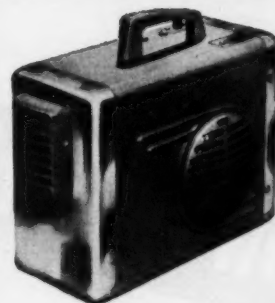
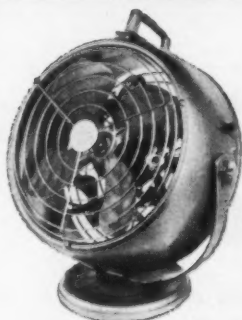
**MP 211**  
**Radiant Fan Forced Heater**

Heats—cools—ventilates! Completely portable to cool a hot spot—dry out a damp corner—warm a chilly room. Typical Dynafan Comfort Control at your fingertips—wherever you want it. 13" high, 10" wide, 9" deep.



**MP 300**  
**Fan-Heater**

Versatile—cools, heats, ventilates—perfect for year-round use. 16" high, 8" deep, 14 1/4" wide. For pleasant, comfortable cooling a 10" fan blade delivers 1040 cubic feet per minute—for perfect heating comfort delivers 500 cubic feet per minute—uses 1600 watts.



**BPH 25**  
**The Mighty Mile**  
*on your Sales Sheets!*  
**Mimervel Hair Dryer**  
Heater, Dryer, Cooler. Completely versatile. Tilttable, portable—and the fastest seller in any fan line.

**MP 525 HV**  
**High Velocity, Pedestal Dynafan**

New, large capacity, low-priced, sensation in the fan field. The new aerodynamic five-fin, all-steel blade in a specially designed housing delivers 3850 cubic feet of air per minute! This is the equivalent of the ordinary 24" fan. Powered for constant, large area cooling, the MP 525 is ideal for restaurants, stores, factories, schools and churches. Adjustable from sixty to eighty-four inches in height, practically tip proof.



Ask for a demonstration  
Contact Mimar for all details

With a complete line of versatile, Comfort Control Dynafans to choose from, no customer walks out without one. Designed for home or industrial use the year round, these sensational Dynafans move more air faster—whether the user wants to cool, warm or ventilate any part of his home or business—from basement to attic.

Dynafans' *high velocity* means moving huge amounts of air in minutes—quietly, continuously and efficiently. Completely portable, attractive in appearance, they blend into any background, require no installation.

Dynafans are versatile. There's one for every purpose—and some for all purposes—from small rooms to large stores, with capacities from 2500 to 3850 cubic feet per minute.

**MIMAR PRODUCTS, INC.**

**BROOKLYN 5, NEW YORK**

BRANCHES: EL MONTE, CAL.—CHICAGO, ILL.

# AMAZING ENGINEERING THE WORLD'S *Cleanest*



## *New* Dual-Detergent Dispenser

### Hotpoint's NEW Dual-Detergent Dispenser

—The most practical advancement in the history of the automatic dishwasher industry now provides two controlled releases of detergent—one in each fresh hot water wash—to produce the World's Cleanest Automatic Dishwashing! Dishes sparkle . . . glasses gleam . . . silver glistens . . . pots and pans shine. They are washed far more hygienically than can ever be done by hand . . . far cleaner than by any other domestic dishwasher.

## *New* Spin-Shower Action



### Hotpoint's NEW Spin-Shower Action —

Water, hotter than the hands can stand, enters the tub through the top inlet . . . whirls off a specially designed spinner at the top of the tub and becomes a driving shower that forces food soil down and away. The spinning impeller at the bottom whirls the equivalent of 70 gallons of water a minute back up, into, and around the dishes . . . and they come out hygienically clean.

## *New* Phantom Drain



### Hotpoint's NEW Phantom Drain —

Water cascading over the dishes cannot reach the drain opening while the impeller is spinning, yet it quickly drains out of the tub when the impeller stops at the end of each spray, wash, and rinse period. Quicker drainage means cleaner dishes and a cleaner Dishwasher—sediment will not accumulate at the bottom of tub. There is no drain valve requiring service.

Setting the Washability Standard for ALL Automatic Dishwashers!

# Hotpoint

# ...the Full-Line

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS • WATER HEATERS



**ADVANCEMENTS ASSURE...**  
**AUTOMATIC DISHWASHING**  
**WITH... Hotpoint's**  
*New* **AUTOMATIC DISHWASHER**



**Dishes, glasses, silver, pots and pans glisten, gleam, and sparkle as a result of Hotpoint's new, revolutionary developments in its 1953 Automatic Dishwasher.**

In presenting this dishwashing wonder of the age, Hotpoint ushers in a sparkling engineering achievement in hygienic automatic dishwashing. Hotpoint's scientifically fool-proof Dual-Detergent Dispenser provides ample detergent during *both* washes. Hotpoint's new Spin-Shower action creates a driving hot water force that leaves dishes, glasses, silver, pots and pans *free of all food soil*. Hotpoint's new Phantom Drain quickly *drains all sediment from the tub at the end of each spray, wash, and rinse period* to reduce recirculation of food soil.

Made in combination dishwasher-sink models, free-standing and under-counter models, and the new "Quiknect" models, Hotpoint Automatic Dishwashers also feature "Roll-R-Racks" for easier and more efficient loading... Front-Opening for extra work surface... Calrod® Heating Unit to maintain water temperatures, to dry dishes hygienically, and to serve as a dish warmer... Simple Automatic Control and Self-Sealing Door.

Get the "jump" on competition in your area with this engineering masterpiece. Share with Hotpoint a leadership that is years ahead of even its closest competition. Call in your Hotpoint distributor and get set up to sew up the rapidly expanding Dishwasher business that's waiting for you.

*New separate Roll-R-Racks*

The Quicker, **CLEANER**, Easier, Safer Way to do Dishes!

*Franchise of Proved Products!*

FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • DEHUMIDIFIERS • CABINETS  
**HOTPOINT Co.** (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

# Refrigerator Triple Play

Servel shows its distributors an expanded line which includes compressor and absorption refrigerators as well as freezers and air conditioners.

To Servel president W. Paul Jones, introducing an electric refrigerator line was old hat.

But to most of those with Servel, Inc., after many years of exclusive production of a gas refrigerator (and some recent experience with electric absorption models), there was a touch of novelty in seeing the company swing all the way into the electric field. During the firm's distributor meeting in the Conrad Hilton in Chicago on December 15, distributors were shown electric compressor models as well as the more familiar gas and electric absorption units.

Jones told the group that "a complete line of refrigeration products will give our distributors the widest latitude in franchising dealers. In the past they have been limited to retail outlets selling gas absorption models. From now on, they will enjoy features offered nowhere else."

These aspects of the company's current situation contributed to its decision to market electric compressor models:

1. The firm already enjoyed an exclusive in its gas line, distributed through 90-odd firms.

2. It had come up with the Wonderbar, a colorful miniature refrigerator designed to supplement existing household refrigeration.

3. In its "ice maker" it had the first domestic device for producing a continuous supply of ice without use of trays.

4. The firm was expanding its lines anyway, adding room coolers and home freezers to refrigerators.

5. Production of an electric line presented few production problems. The same machinery deep draws the shells and Tecumseh compressors are used.

**The New Lines.** Headline-catcher in the new Servel refrigerator lines are the "ice maker" units which provide a continuous supply of "ice circles". For details see Electrical Merchandising's January issue, page 337, and the New Products section of this issue.

Servel, through Frank Mitchell, introduced two room air conditioners with one, a  $\frac{3}{4}$  hp. model listing at \$329.95, about the same as  $\frac{1}{2}$  hp. units in competitors' lines, Mitchell said. A one hp. unit costs \$399.95.

A new freezer line was introduced to distributors by freezer sales manager Gordon Malone. Prices range from \$359.50 for a nine foot model to \$659.50 for a 22 cubic foot unit. A food plan, which eliminates purchase of a whole package of food, depends instead on use of books going for \$100, \$150 and \$200 on which the customer gets 25 percent off.

Also on the program were Neil Schuman who introduced the Wonderbar, L. D. Eastmead, general sales manager who handled the refrigerator introductions, R. M. Stevens the advertising and Dave Patterson the promotion. Jones himself handled the "ice maker" presentation.

## Easy Men Meet

Introduction of the firm's new automatic clothes dryer highlighted a meeting of divisional and district sales managers of the Easy Washing Machine Corp. in December.

New Spindrier models and the 1953 line of wringer washers were also introduced by general sales manager G. W. Burns and president W. Homer Reeve. The firm's long range product program was also discussed.



**SURROUNDED** after having introduced firm's new refrigerator lines is L. D. Eastmead, general sales manager for Servel.



**NEW SERVEL** air conditioner gets a close up inspection from Mike Balitsaris of Bomar Appliance, Knoxville, Tenn.

## Decorating the Refrigerator

That's possible with International Harvester's "decorator" models which have fabric-covered doors; they're part of firm's plans to up volume by 30 percent.

International Harvester last month gave the public its first glimpse of a "decorator" model refrigerator.

While the new fabric-covered refrigerator was stealing a good share of the attention in the consumer press, distributors and dealers were let in on a less glamorous but no less attractive dollars and cents story. International Harvester spokesmen told them that the firm planned to increase its refrigeration volume by 30 percent during 1953. This would be accomplished, said R. H. Burnside, assistant manager of the firm's general sales department, by producing 165,000 refrigerators, 125,000 freezers, 50,000 room air conditioners and 10,000 dehumidifiers. The refrigerator and freezer totals represent 16 percent gains over 1952. The firm has not previously built air conditioners or dehumidifiers and their inclusion in

the line will help boost the overall refrigeration volume by 30 percent.

The "decorator" refrigerator has a door which can easily be covered in any pattern or fabric the homemaker wishes. Conversion of the refrigerator from one color scheme to another can be accomplished in seven minutes and by the use of 1 $\frac{1}{2}$  yards of fabric.

The fabric covered model is part of the most extensive line ever produced by IH. Included are 10 refrigerators, four freezers, three air conditioners and a dehumidifier.

During the introductory meeting, Burnside told distributors that the company sold over 250,000 refrigeration units last year and he pointed out that a favorable inventory situation now pointed to a still bigger year in 1953.

The new lines were first introduced to distributors during a meeting in



**TOP BRASS** at Servel were on hand as company introduced its 1953 lines to distributors in Chicago in December. At left is Louis Ruthenberg, board chairman, with W. Paul Jones, Servel president.



**HOMEMAKERS** can suit themselves in picking a fabric and pattern for the door of International Harvester's new "decorator" model refrigerator. At left a model removes one fabric; at right she trims off surplus from new door covering.





New York, N.Y.: "I'll tell the world, HALOLIGHT draws customer traffic like magic. It's the top selling feature in TV."  
Charles Loden



Chicago, Mass.: "Sylvania certainly hits the sales jackpot with its HALOLIGHT. Draws customers to it."  
William Rucki



Chicago, Ill.: "In my opinion, Sylvania TV with HALOLIGHT is the best dollar-for-dollar value in the television industry today."  
L. E. Duffels



Seattle, Wash.: "Because of HALOLIGHT, Sylvania is the most easily demonstrated set on the floor. Here's one set that really sells on sight!"  
Frank T. Petzold



Des Moines, Iowa: "The exclusive HALOLIGHT feature gives Sylvania added prestige and attraction. Creates great customer satisfaction."  
Gene Nicholson

**Leading TV Dealers say:**



Nashville, Tenn.: "Sylvania's HALOLIGHT is a whole of its attention getter. Draws the customer's eye and gets his order!"  
Earl W. Gunn, Sr.



Toledo, Ohio: "HALOLIGHT makes the Sylvania set stand out on my floor. Easy to sell because people today are eye-conscious."  
Harry Cooper



San Francisco, Calif.: "The contrast and clarity of the Sylvania TV picture surrounded by HALOLIGHT amazes every customer."  
Robert Lilienthal



Arlington, Va.: "I was first to sell Sylvania TV in Washington and HALOLIGHT is the secret sales winner I've ever seen."  
C. L. Sims

# HALOLIGHT\*

is the biggest selling feature ever put on a television set

## Only SYLVANIA TV has it

Yes, if you're a Sylvania TV Dealer you *know* that customers "go" for HALOLIGHT!

Shown here are only a few of the testimonials we have received from Sylvania Dealers. From coast to coast they agree that HALOLIGHT is the biggest selling feature ever put on a television set.

If you are out for a TV sales record in '53, get the big profit facts on the new Sylvania line. It has everything your customers want—and buy.

### Sylvania Selective Dealer Policy

Sylvania TV offers you the most salable sets on the market—and the Sylvania Selective Dealer Policy helps protect your business and your profits. Here's your chance for the big TV business in '53.

**CONTACT YOUR SYLVANIA TV DISTRIBUTOR NOW.**

# SYLVANIA TV

with HALOLIGHT\*

The Frame of Light That's Kinder to Your Eyes

# HOT TEA FROM A REFRIGERATOR?

## Your customers saw Arthur Godfrey and Tony Marvin do it...



on the Fiberglas TV-Radio show,  
"ARTHUR GODFREY TIME"

### GODFREY:

"Three quarters of an hour ago, Tony heated a pot of water, wrapped it in Fiberglas\* Insulation, and put it in the refrigerator."

### MARVIN:

"That's quite correct, sir. And now we'll make you some steaming hot tea with it."



### GODFREY:

"I hope it's hot. Remember, the inside of that refrigerator is at least 140 degrees colder than that water was."



### GODFREY:

"Wow! I'll say it's hot. It's still steaming. You see how Fiberglas Insulation keeps heat where it belongs and cold where cold belongs. That's why leading manufacturers use it in ranges, refrigerators, water heaters and freezers. Ask your appliance dealer about it."



Now, more than ever,  
A swell feature to have...  
A swell feature to sell...

**OWENS-CORNING FIBERGLAS CORPORATION**  
Dept. 104-B, Toledo 1, Ohio



\*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

Chicago in mid-December. Two distributors and the management of five district sales offices were honored during the meeting. Distributors honored included Gough Industries, Inc., Los Angeles, and the Robert F. Clark Co. of Denver and Cheyenne. Sales districts honored included Philadelphia, New Orleans, Madison, Aberdeen and Fort Dodge.

## Electronic Cooking

Ranges with electronically-controlled surface units and refrigerators with electrically-operated door latches are included in new major appliance lines unveiled by Westinghouse last month.

The electronic controls on the surface units eliminates the possibility of burning or scorching foods. The control measures the heat of the food cooking in a utensil and maintains it at the correct temperature by turning the current on and off as needed.

The firm's new refrigerator line includes what the company claims is the first two-door combination refrigerator-freezer that has both automatic temperature control and automatic defrosting in both compartments. Two automatic defrosting refrigerators have electrically-operated door latches that eliminate the conventional door handle and open by a slight touch of a plate on the door front.

Other highlights of the firm's new lines include introduction of a complete line of upright freezers and the addition of a portable, fully automatic dishwasher. The regular dishwasher line has been newly styled.

## Shortening the Line

Favorable dealer and distributor reaction to a shortened refrigerator line introduced five months ago has led Crosley to limit the number of models in its new range and freezer lines, vice-president William A. Blees said last month.

The shortened lines now include nine refrigerators, six freezers and four ranges. Three considerations led to the limitation of lines, Blees said. First, volume production on fewer models reduces production costs. Distributors are able to reduce handling and selling expenses and more dealers can carry the full line. Finally, said Blees, shorter lines mean less confusion for the customer in selecting a unit.

To survive the highly competitive market ahead, Blees believes, the dealer must make buying easy for the customer and must carry a full line of products. Condensed lines accomplish both of these objectives.

F. F. Duggan, general sales manager for Crosley appliances, said that the freezer and range lines would be "among the most competitively priced on the market." Freezers range from \$269.95 to \$649.95 (with sizes running from six to 20 cubic feet) while the electric range line runs from \$199.95 to \$369.95. For details see the March New Products section.



# DuMont Television

reaching new sales highs!

DuMont Sales Are CLIMBING Every Day!

**CLIMBING...**

because DuMont has come up with the fastest moving merchandise ever to hit the television market!

**CLIMBING...**

because now everyone can afford DuMont quality television!

**CLIMBING...**

and bringing DuMont dealers higher profits...  
at bigger and better discounts!

*Maybe  
You Can Top  
This Dealer's  
Comments:*

The name DuMont has meant ready acceptance, easy sales and satisfied customers. The reputation I have established in handling this quality line has resulted in increased television business and profits for me.

B.E. Shaw  
Brookfield Radio & Appliance Service  
8836 Ogden Avenue  
Brookfield, Illinois



"ROCKY KING, DETECTIVE" AS SEEN ON  
THE DUMONT TELEVISION NETWORK



**DuMont MILFORD**

245 square-inch picture from 21-inch cylindrical-face DuMont Teletron\*. Smartly compact Contemporary cabinet of sturdy woods and rich mahogany or limed oak veneers. Companion rollable base of matching woods at small extra cost.

**\$279<sup>95</sup>**



**DuMont de Luxe  
RIDGEWOOD**

21-inch cylindrical-face DuMont tube with 245 square-inch picture. Cabinet of choice mahogany or gorgeous limed oak veneers in smart modern styling. Built-in antenna.

**\$399<sup>95</sup>**

**A SELECTIVE DUMONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER**

ASK YOUR DUMONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey

Now your customers can afford **DUMONT** ...from **\$199<sup>95</sup>\*\***  
**QUALITY TELEVISION**

First with the Finest in Television

\*\*NO EXTRA CHARGE for Warranty, Federal Excise Tax, or mahogany consoles. All prices are suggested retail, subject to change. Prices slightly higher in the South and West. (Limed oak or blond model prices slightly higher.)

\*Trade Mark

reach

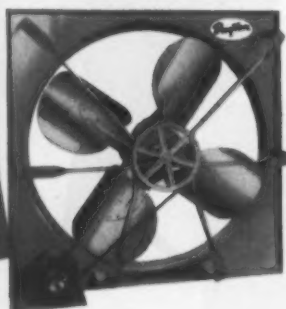


a **larger** fan market . . .



Boost your 1953 fan sales with low-cost Dayton Window Fans. They are quality-built and priced within reach of the mass market. They are accepted everywhere as the most efficient portable summer comfort maker for day or night cooling. Dayton fans exhaust hot room air . . . bring in and circulate cooler outside air. Made for any 30" (or larger) window. Also used for cooling stores, offices and factories.

Dayton Belt-Driven Window Fans are made with 22", 24" and 30" high-volume, slow-speed blades that operate quietly and at low cost. Powered by 115V, 60 cy. reversible motors, single or two-speed. Blade protected with safe, close-mesh wire guard. Hammerloid finish. Write for descriptive Dayton Fan catalog and dealer prices.



Dayton Attic Fans feature efficient cooling, rugged construction and low-cost. To bring price down within range of most home owners, all non-functional accessories are omitted. These are basic attic fans . . . easy to install anywhere.

Made in vertical type with 24" to 48" blades . . . horizontal type with 24" to 42" blades. Powered by appropriate 115V, 60 Cy. motors. List prices range from \$80.00 to \$162.00. Write for descriptive catalog and generous dealer discounts.

**Dayton**

DAYTON ELECTRIC MFG. COMPANY  
Chicago 12, Ill., Distributed by . . .

Dayton Fans and Motors are available coast-to-coast at W. W. Grainger  
Warehouses in principal cities . . . see listing in your classified telephone directory

22" Dayton Window Fan with  
belt-driven 22" blade. Quiet,  
high-volume circulation. Installs  
in 30" window.

Models also avail-  
able with 24" and  
30" fan blades.

MODEL NO. 5F80

**\$71.00**  
LIST

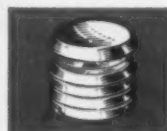
#### OTHER DAYTON FANS

Air Circulators  
WITH 20" TO 30" BLADES



Utility Fans  
WITH 12" TO 18" BLADES

Haddock Fans  
FOR HOME AND OFFICE



Kitchen Fans  
WALL AND CEILING TYPES



#### Lower Priced Line

A medium-priced home laundry line which will enable the firm to reach all income groups has been introduced by Whirlpool Corp.

Included in the new line, which represents savings of from \$20 to \$60 over the firm's regular deluxe line, are an apartment-sized automatic washer, a 29-inch automatic washer, an electric dryer and a gas dryer. In addition, a low-priced wringer washer has been introduced to retail at \$129.95.

Representing the \$60 saving over the deluxe line is the 24-inch apartment washer which has an eight pound load capacity. The 29-inch washer represents a \$30 reduction and the gas and electric dryers reductions of \$30 and \$20 respectively. Prices are: 24-inch automatic, \$239.95; 29-inch automatic, \$269.95; gas dryer, \$269.95; and electric dryer, \$219.95.

The new line incorporates all the functional features of the deluxe line, sales manager John Crouse said. Manufacturing savings were effected by elimination or change of certain trim, door and operating controls and similar features found in the deluxe line.

#### Help for Hearing

The hard of hearing will be the first members of the public to benefit from the development of transistors and their application to consumer goods. (See January Electrical Merchandising, page 337).

Late in December Sonotone Corp. announced introduction of a new hearing aid which uses one transistor and two miniature tubes. In January, E. A. Myers & Sons, Inc., announced a new unit which contains three transistors, thus eliminating not only all vacuum tubes but "B" batteries as well. The Myers units will operate off an "A" battery for as long as 2000 hours and operating costs will be only four percent of present cost. A magnetic radio ear microphone has been substituted for a crystal one in the new Myers units.

Limited supplies of transistors and precision production methods will limit public supply of the new Myers units for a "few months", company officials said.

#### New Cabinet Line

Republic Steel will market kitchen cabinets under its own trade name early this spring. The steel kitchens will be fabricated in Republic's Berger Division at Canton, Ohio.

"Over one million was spent for re-tooling the No. 2 plant," C. M. White, president, announced. "R. W. Helms, general sales manager for Berger will direct the new kitchen program which has been under development for more than a year."

Republic will be the first company to have an "ore to store" operation in the steel kitchen cabinet industry. Republic, the nation's third largest steel producer, has its own ore and coal mines, vessel transportation and large steel-making and finishing facilities.



# Prominent Electrical Appliance Retailer Tells Principles For Success

## *From his operational creed...*



"To operate an organization imbued with enthusiasm, aggressiveness and product knowledge . . . to sell only accredited 'brand name' merchandise . . . not to cut prices."

## *On brand-name merchandise...*



"Brand merchandise has greater acceptance, less resistance, and on an average fewer servicing problems. The merchandising programs are tried and proven . . . national advertising helps the local dealer . . . manufacturers are cooperative and helpful."

## *On breaking even...*



"You should at all times know your break-even point . . . the amount of sales needed to meet your operational needs. This is arrived at . . . with a competent auditor who knows something about your business."

## *On service and maintenance...*



"This . . . is the backbone of (the appliance dealer's) business . . . (it) develops his contacts, creates friends, extends his reputation and cements relationship with his customers."

## *On balanced selling...*

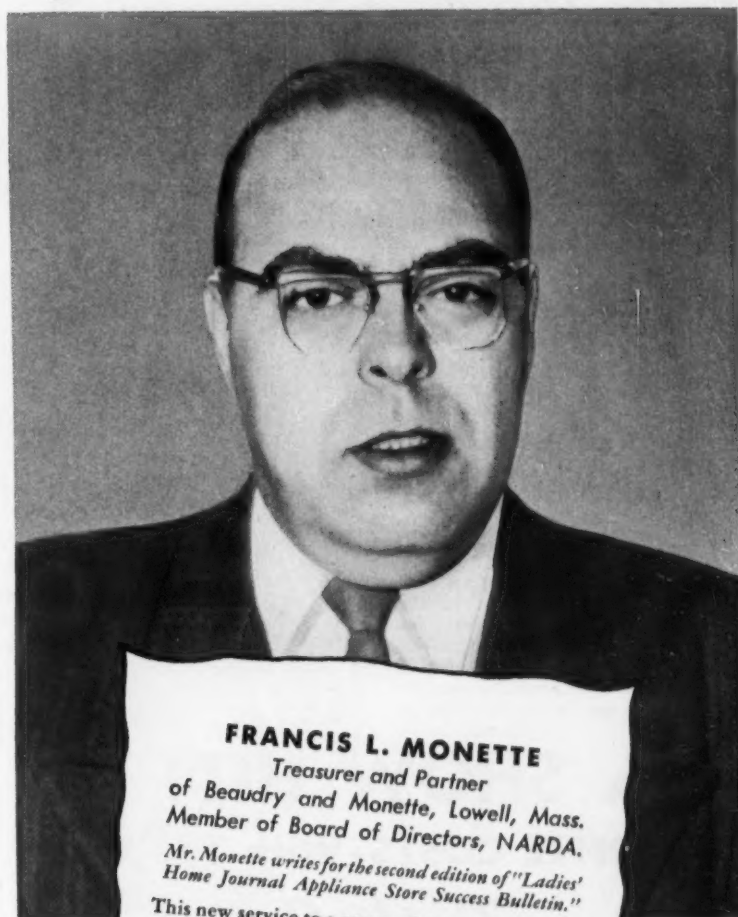


"Example: one sales person can sell television and radio, but finds it difficult to sell the white goods (refrigerators, ranges, etc.) We analyze his sales and find he is doing 70% on television and radio and 30% on white goods. We then give him a quota on white and pay him another bonus percentage. This quota will approximately balance 50-50."

## *On market potential and saturation...*



"When you know your market's low-saturation items, you can almost tell where you . . . have done a poor selling job . . . 'Invest' in the future by going after the low-saturation items."



**FRANCIS L. MONETTE**

Treasurer and Partner  
of Beaudry and Monette, Lowell, Mass.  
Member of Board of Directors, NARDA.

Mr. Monette writes for the second edition of "Ladies' Home Journal Appliance Store Success Bulletin."

This new service to a group of electrical appliance dealers is condensed each month in this space for the benefit of the entire appliance industry.

## *On special promotions...*



"Special promotions should be a 'must' . . . we have had extremely good results in promoting appliances by seasonal peaks, cooperatively with other NARDA members in our own city."

Ladies' Home

# Journal

THE MAGAZINE YOUR  
CUSTOMERS BELIEVE IN

# **ELECTRIC HOUSEWARES**

*The Complete Line to Feature for*  
**SPEEDY TURNOVER and PROFIT**

*Graces Any Table...*



**Makes WONDERFUL  
COFFEE!**

**The Smartly Contoured  
Fully AUTOMATIC  
Electric Percolator**



- Just plug it in—no regulating!
- Automatically Starts Percolating!
- Keeps Coffee Serving Hot for Hours!

Capacity — 4 to 8 cups

Model No. 1942 — \$9.95 (Except in West)

And - - -

## **A SHOW HIT!** **CUT COFFEE COSTS—With The New** **Thrift-O-Matic**

**3 To 5 Cup FULLY AUTOMATIC Percolator**  
**COMPANION To The Popular No. 1942 Above Illustrated**

**SMALL QUANTITIES OF COFFEE CAN BE MADE  
 AUTOMATICALLY ONLY IN SMALL AUTOMATIC PERCOLATORS**

With the "Empire" THRIFT-O-MATIC, you make as much coffee as you NEED and eliminate WASTE! Exactly what the forty million small families of America have been waiting for!

- NO REGULATING—Just Plug It In!
- Stops Perking AUTOMATICALLY!
- Keeps Coffee Serving Hot For Hours!

Smartly styled in highly  
Polished Aluminum.

To Retail At  
**\$8.95**  
 (Slightly Higher in West)

Write Today for Latest EMPIRE Catalog

### THE METAL WARE CORPORATION

NEW YORK  
200 5th Avenue

TWO RIVERS  
WISCONSIN

CHICAGO  
Room 1411A Merchandise Mart

## Explaining Expansion Plans



OFFICIALS of the Calcinator division of Valley Welding & Boiler Co. were hosts to editors and home economists of consumer magazines at a luncheon in New York in December at which plans for national distribution of electric Calcinators were revealed. Announcement coincided with appointment of Hardy B. Payor, formerly sales vice-president of Universal Major Electric Appliances, as director of marketing for the electric Calcinators. At luncheon above are, left to right, Hugh Grey of "Field & Stream," Payor, Ruth Gaffney of "Today's Woman" and Harry Martens, vice-president and treasurer of the Calcinator division. For details of the new unit see January New Products section.

## Hi Fi at a Price

When Columbia Records introduced its long-playing record four years ago, the firm plugged three features—size, price and quality—in selling the new discs.

In mid-December, officials of the record firm called in newsmen, and unveiled a new record-player which they think will sell on the basis of those same three qualities.

The new unit is the "360" phonograph; it's no bigger than a hat box, it's priced at \$139.50 and it has a full wide-range sound system.

In introducing the unit, president James B. Conkling said that his firm had watched the increasing acceptance of high-fidelity equipment and had become convinced that many thousands of persons would join this hi-fi audience if they could buy a compact, fully-assembled, custom-quality instrument for less than \$150. "If no one

else would produce such a unit, we decided we would."

The unit was designed by Dr. Peter Goldmark, who also developed the long-playing microgroove record introduced by the firm in 1948.

## Hear Promotion Plans

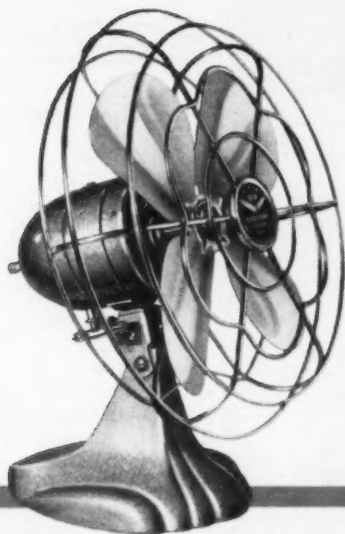
Details of the company's promotion campaign were discussed during a Pacific-Mercury TV distributor meeting in Los Angeles in December.

Joe Benaron, president of Mercury TV & Radio Corp., revealed that the firm would sponsor the Boston Blackie TV film series in 10 major markets. The firm will also sponsor newscasts by Chet Huntley on the ABC radio network. Other advertising plans include magazine and newspaper ads, matchbook advertising and new point of sale material. Distributors were also shown sketches of the firm's 1953 line.



ON HAND for the signing of Chet Huntley for a daily 15-minute newscast over ABC stations in 30 western cities were these officials of Pacific-Mercury TV, which will sponsor the show. From left to right are advertising manager Jim Brent, Huntley, president Joe Benaron, vice-president Elliot Peikoff and agency man Edward L. Koblitz. Also included in Pacific-Mercury's ad plans are sponsorship of the Boston Blackie TV film series in 10 cities and newspaper and magazine ads.





# America's Biggest Values

- ★ PRICE LEADERS
- ★ STYLE LEADERS
- ★ VALUE LEADERS

**MODEL 40**  
10", 1 speed  
\$12.95 retail

## Selling's Easy with the **MANNING- BOWMAN** Quality Fan Line *AT THESE PRICES!*

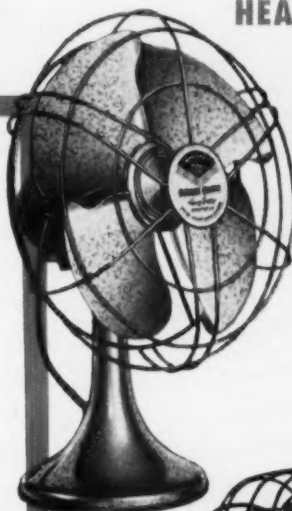
Manning-Bowman Fans give you a big selling edge! They offer customers top-quality features, faithful performance and smart good looks—all at spectacular prices. All models are backed with a full guarantee. Compare them with anything on the market. You'll find them America's best fan values. Better call your Manning-Bowman distributor and place your order today!



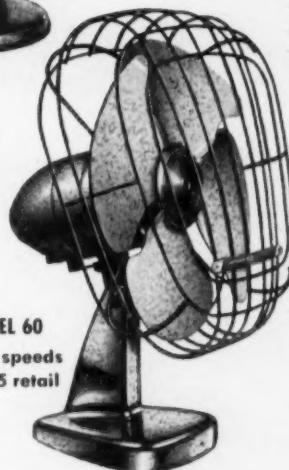
**MODEL 6000**  
12", 3 speeds  
\$36.95 retail

### "NO-DRAFT" CIRCULATOR

Dollar for dollar, the best value of the year. Compare it with competition—see for yourself. Draws cool air near floor into fan and circulates it outward and upward without disturbing hot ceiling air. Cools without creating a draft. Three-speed induction-type motor; rubber-cushioned for vibration-free silence. Guard is of heavy welded wire, closely spaced for safety. Finished in lustrous beige hammerloid enamel. Flat top serves as a table for cool summer drinks. An outstanding fan value.



**MODEL 61**  
12", 3 speeds  
\$34.95 retail



**MODEL 60**  
12", 3 speeds  
\$29.95 retail

### HEAVY-DUTY COMMERCIAL OSCILLATORS

- Specially engineered for stores, offices, factories
- Built for hard service with minimum maintenance

These fans have what it takes for the really tough service conditions found in most commercial installations. They deliver faithful service year in and year out without extra attention. Four-pole motor and die-cast rotor provide long life, quiet operation. Rugged, heavy-duty design. Broad, steep-pitched blades project large volumes of air with hardly a whisper. Ball-bearing oscillating mechanism. Beautiful baked-on gold hammerloid finish. Can be used on desk or mounted on wall. Fully guaranteed. **MODEL 61** (see illustration). **MODEL 71**, 16-inch size—3 speeds—\$43.95 retail.

### HIGH-QUALITY DE LUXE OSCILLATORS FOR THE HOME

- Long-life four-pole motor, die-cast rotor
- New-type blades move large volumes of air
- Handy knob controls tilt—up or down
- Wide cushioned base; slot for wall mounting

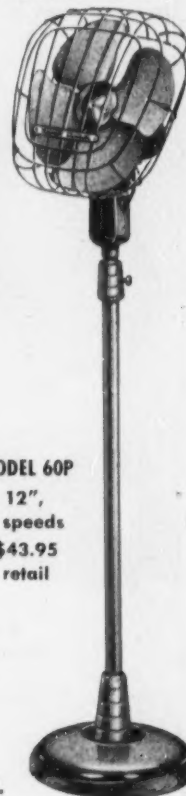
**MODEL 60**—12-inch size... a lot of fan for the money... which means easier sales for you. Here's fresh new styling with a rugged, dependable look that sells on sight. For stationary as well as oscillating operation. Lustrous beige hammerloid, baked-on enamel. Fully guaranteed.

**MODEL 50**—10-inch size... a one-speed fan with same construction features as model shown... \$19.95 retail.

**MODEL 70**—3 speeds, \$39.95 retail.

### PEDESTAL FANS for HOME, OFFICE, or STORE

Keeps air flow above people and loose papers. Construction details of motor, fan and oscillating mechanism identical with desk-type models. Four-pole motor, die-cast rotor. Well-proportioned tubular steel standard and heavy base. Adjustment range: 10"—from 46" to 65"; 12"—from 52" to 71"; 16"—from 52" to 73". Finished in beige hammerloid enamel. **MODEL 50P**, 10-inch size, 1 speed—\$29.95 retail. **MODEL 60P** (see illustration). **MODEL 70P**, 16-inch size, 3 speeds—\$49.95 retail.



**MODEL 60P**  
12", 3 speeds  
\$43.95 retail

#### SPECIFICATIONS

Packed in Individual Reshipping Cartons							
Cat. No.	Blade Size	Speed	Air Displacement	Current	Volts	Watts	Cycle
40	10"	1950 RPM	950 CFM	AC	105-120	55	60
6000	12"	Low 400 RPM	Low 900 CFM	AC	110-120	180	60
		Med. 600 RPM	Med. 1500 CFM				
		High 1100 RPM	High 3000 CFM				
60	12"	Low 1100 RPM	Low 850 CFM	AC	110-120	90	60
		Med. 1300 RPM	Med. 925 CFM				
		High 1500 RPM	High 1100 CFM				
61	12"	Low 1100 RPM	Low 850 CFM	AC	110-120	90	60
		Med. 1300 RPM	Med. 925 CFM				
		High 1500 RPM	High 1100 CFM				
60P	12"	Low 1100 RPM	Low 850 CFM	AC	110-120	90	60
		Med. 1300 RPM	Med. 925 CFM				
		High 1500 RPM	High 1100 CFM				

© 1953

**MANNING-BOWMAN DIVISION** McGraw Electric Company, Elgin, Ill.

# WELCH *AIR FLIGHT* AIR CIRCULATORS

## outsell all other hassock fans

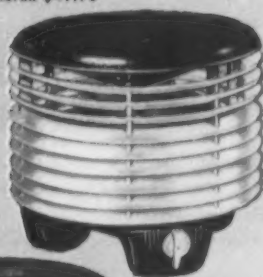


Model No. 12—Mahogany plastic top and base and harmonizing buff louvers.

Retail \$49.95

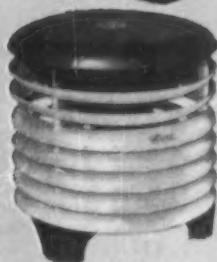
Model No. 11—Lustrous jet black plastic top and base and contrasting sparkling-clear louver rings.

Retail \$49.95



Model 15—Air-Flight Special Most popular, low-cost floor circulator, with famous Welch design and patent features.

Retail \$36.95



### PREPARE TO SELL FANS THIS YEAR



Model 24—Twinmaster The most flexible twin-fan on the market. Blades individually reversible. Fits sash and casement windows. 6-speeds.

Retail \$69.95



Model 4—Four Winds Window Fan Versatile! Portable! Reversible! AERO-INDUCT LOUVERS increase air-flow 45 to 50% without slide panels.

Retail \$39.95



Model 20W—New! Air-Flight Window Fan A large 20" window, table or floor fan with the easy portability usually found only in smaller fans.

Retail \$59.95

Dealer Bonus! Ask about Operation Snow Shoe. Extra profits for dealers. Get details from your distributor or write direct.

Yes! The biggest selling hassock fan in America! Consistent demand makes the Welch Air-Flight Circulator line profitable for you. Examine Welch Air-Flight Deluxe Models No. 11 and 12 . . . feature-by-feature. See how Welch engineering and Welch design turn out a product that helps sell itself. No other hassock fan on the market has so many product advantages . . . and each product advantage is a *selling* advantage for you.

**Sell WELCH FULL-LOUVERED DESIGN**—Only Welch Air-Flight Circulators are fully louvered, top to base, a patented feature that increases air flow efficiency.

**Sell MORE AIR VOLUME**—Beautiful Welch Air-Flight Model 11 or 12 Circulators deliver more cooling air than any other circulator.

**Sell WELCH BEAUTY**—Welch Deluxe Air Circulators have life-long beauty. The plastic colors do not fade.

**Sell WELCH SAFETY**—The fan blades of Welch Air-Flight Circulators are completely enclosed so children or pets cannot touch them or fall against them.

**Sell HEALTH**—There is no air blast—no draft, when you cool with Welch Air-Flight Circulators. Intermittent blasts can be annoying, drafts are dangerous to health.

**Sell THE WELCH FIVE-YEAR GUARANTEE**—Every Welch product is backed up by a five-year motor guarantee against mechanical or electrical defect.

### SELL WELCH *AIR FLIGHT* CIRCULATORS

Customers buy the Welch line because they want the features found only in Welch Air-Flight Circulators. See your distributor, or write direct.

**W. W. WELCH COMPANY • CINCINNATI 2, OHIO**

## MARKETING

### The Big Show

A 1953 sales program built around the theme "The Greatest Business on Earth" has been released by Pennsylvania Power & Light Co., Allentown.

The 1953 program is another in a series of comprehensive programs planned by the utility to build sales of appliances and equipment in the area it serves. From 1946 through 1952, kilowatt-hour requirements for residential use in the area have increased by 121 percent, farm use by 122 percent, commercial use by 87 percent and industrial use by 47 percent.

Included in the 1953 residential sales program are these features: a series of 65 newspaper ads; 120 billboard posters; participation by PP&L in 48 shows and fairs; window displays in 42 PP&L stores and offices; and a variety of hand out literature. A number of other promotional helps (appliance demonstrations, lectures, a sales training course, a school program and a number of others) are also available.

Similar programs on farm, commercial and industrial sales objectives have been formulated by the utility.

### Training by Quiz

A new sales training film in the form of a quiz show in which the audience shares in the prizes is being used by Admiral distributors.

A series of two reel movies starring Hal Block, George Tobias, Mike Mazurki and Sid Melton is the central feature of the program. As the film demonstration progresses, the stars compete for prizes by trying to answer questions about the Admiral line. After the film ends dealers in the audience get a chance to win the prizes forfeited by the panel.

### Theatre Show



**FOLLOWING** the theatrical advice that "the show must go on," Northern Ohio Appliance Corp., Cleveland distributors of Bendix appliances, staged a theatre-showing of the firm's 1953 line even after original plans for a nation-wide telecast of the line in theatres had been canceled by Bendix. On hand for the theatre show were, left to right, district manager Arnold Van Lee, Bendix advertising and sales promotion manager Bill MacDonough, and Ben DeGroot, Northern president.



When more  
people can see in

more come in  
...and BUY



E. A. Schumann Co., New Braunfels, Texas. Architect: Jeremiah Schmidt, New Braunfels.

The surest way to move more merchandise out of your store is to move more people in. That's just what a Visual Front does. It arouses more interest—invites more people inside.

Why not find out what it would cost to make *your* storefront a live-wire merchandising force?

Your local L·O·F Distributor or Dealer can show you how other stores in your locality have done it. He can tell you about local conditions and codes. He can put you in touch with architects and contractors who specialize in storefront work. He's equipped with a complete line of storefront materials—L·O·F Polished Plate Glass, *Thermopane*\* insulating glass, *Tuf-flex*\* Doors for unobstructed visibility, Golden Plate to minimize fading of materials, *Vitrolite*\* glass paneling for exterior beauty, mirrors of L·O·F Polished Plate Glass to enlarge and brighten your store.

Mail the coupon for your free copy of our booklet on Visual Fronts, and for the name of your nearby L·O·F supplier.



For a modern VISUAL FRONT see your nearest



**LIBBEY·OWENS·FORD**  
GLASS DISTRIBUTOR

Libbey-Owens-Ford Glass Co.  
8023 Nicholas Building, Toledo 3, Ohio

Send me your book on Visual Fronts and the name of the nearest L·O·F Distributor.

Name \_\_\_\_\_  
(Please Print Plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

What's **really new** in  
major appliances?

The makers of

*Universal* gas ranges

present the revolutionary combination

# dishwasher-in-a-range!

**An exciting new idea in kitchen space-saving  
with a double profit on every single sale!**

#### **REMEMBER THE WHEEL-ABOUT**

Conceived by Universal, who introduced the fast-selling Wheel-about kitchen cart that fits in a range. Enthusiastic buyers suggested we also incorporate a dishwasher into the range. We have now answered their demands.

#### **TWO FAMOUS NAMES**

Combines the popular James Dishwasher and a Universal Gas Range in one compact, space-saving unit. Double the selling appeal of any other range on the market!

#### **BIG PROMOTION PLANS**

The dishwasher-in-a-range will be backed with a merchandising plan as unique as the appliance itself. The most profitable double deal in the entire appliance industry.

There's never been any appliance like the dishwasher-in-a-range. Its sales possibilities now and in the years ahead are unlimited because it solves every family's two chores of cooking *and* dishwashing. We urge you to get all the profit-making facts now. Learn for yourself why we can set

#### **AMERICA'S LEADING GAS RANGE**

The range is Universal's completely automatic famous Marlboro model with all the exclusive cooking features of Universal Gas Ranges *plus* an automatic dishwasher that every housewife has yearned for.

#### **NO EXTRA INSTALLATION**

The James Dishwasher is automatic, mobile. Absolutely no installation costs, no fuss, no bother. When not in use, it wheels into the range, conserves precious kitchen space.

up the most profitable deal in the industry. With the dishwasher as a sure-fire attention getter, you have a dramatic way to open up the huge replacement market for ranges in your locality. Phone, wire or write today for full particulars without obligation.

**CRIBBEN & SEXTON CO. • 700 N. SACRAMENTO BLVD. • CHICAGO 12, ILL.**





another  
automatic  
*Universal*  
gas range  
**first!**



The dishwasher-in-a-range  
model is only one of  
Universal's complete 1953  
balanced line of gas ranges.

# Picture of the Market

**Wisconsin Power & Light's dealer-distributor directories and the research that goes into them give a good picture of what's going on in the trade today.**

Back in the days when merchandise was scarce, J. D. Howard, general sales manager of the Wisconsin Power & Light Co., Madison, undertook to get a fair shake for his territory by serving up on a silver platter a census of dealers handling appliances and electrical equipment in the 340 small towns that give the power company its 110,000 residential and 34,000 farm customers.

This annual report tells the type of stores that deal in electrical equipment. A similar directory of distributors tells dealers where they can obtain certain brands and is valuable in revealing where to go for repair parts.

But—nationally—the report shows what is going on in the hinterlands of America in appliance merchandising. Because the boys with Wisconsin Power & Light must sit down with dealers and distributors to fill out their reports, their impressions add to the value of the directories.

**Few Folds.** Specifically, this year's report shows a net loss of only four dealers. Some 48 began carrying a white line or came into the field, while 52 gave up appliances or quit business.

Of the 630 appliance dealers living in the area, some 445 are franchised for a full line of appliances, while 185 sell a substantial white line volume, without any particular franchise.

While it is confusing to look at the figures, it must be remembered that the census includes dealers out of Wisconsin Power & Light Co., who do business in its territory. There are actually 1,182 dealers who do some kind of electrical business, such as 309 electrical contractors, 230 hardware stores, 141 retail appliance stores, 121 plumbing shops, 81 selling farm equipment, 53 heating equipment, 47 furniture, 35 commercial refrigeration, 34 chain stores, 33 department stores, 31 garage or filling stations, 30 radio stores and 30 miscellaneous.

But it is in the 630 who sell white goods who offer the best picture of the small town appliance operation.

**What Dealers Do.** Working on an estimated basis, we find this is the boil-down of how the Wisconsin dealers function:

## 630 Dealers and their Operations

195 do wiring  
378 don't do wiring

151 do plumbing  
466 don't do plumbing

541 have service department  
50 have no service department

270 service other brands  
283 do not service other brands

156 employ outside salesmen  
630 employ inside salesmen

(Figures do not total 630 because of incomplete answers by some dealers)

It may astonish the trade to learn that 195 of these dealers do wiring, and 151 do plumbing.

More astonishing is the terrific number of service departments in the picture, some 541 out of 630 having them. There are 756 appliance service men to 630 dealers.

Bottle gas is tough competition, but apparently it has not swept the market, with 13 percent, or only 81 selling it.

Most important is the impression one gets through the power company from the boys who made the census.

**Mistakes.** The major mistake of the average dealer is that he will not give his salesmen enough of a commission to make a good living. Not one dealer in 500 is willing to see his salesmen go ahead and make a lot of money for him without wanting to horn in on his commission arrangement.

Dealers are carrying about 2½ lines, but would be better off if they held down to two lines, which is enough to prevent any distributor from getting them over a barrel. The idea of a single line is frowned on by the retailer who has found in the past that he cannot depend on one distributor or brand alone for an even flow of merchandise.

The reason for little outside selling by dealers is two-fold; first many of them are small "papa and mama" businesses, and second, it is not economically justifiable on present discount margins. J. D. Howard, sales manager of Wisconsin Power & Light Co., said his firm has 71 doorbell ringers out, and it costs the utility around 17 percent of its sales to do outside selling, without trades. A

dealer, handling trades, can do better than that, but for an outside man to work out, he must make good money, a good commission and be protected on his leads.

Distributor faults today lie in the tendency to hit the high places, to rush around trying to get new dealers, instead of cultivating old ones, already closed. Proof lies in the activity of one distributor man who has far more than his share of water heater business purely because he cultivates it.

Distributor men do not put in enough time with dealers to enthuse them or instruct them. For example, one brand in the Wisconsin Power territory outsells much better known makes simply because the distributor man has worked with dealers in getting them organized and enthusiastic over his line.

There is a hard core of distributor men in Wisconsin who know all the answers, who have the best territories, and are not seen much in the smaller areas. Another third of these men are fair, but don't know the answers. Still another third of the distributor men get new jobs every year. The perpetual shifting of territory by distributors tosses men into new areas in which they are not acquainted.

**Errors in Merchandising.** A major mistake made by manufacturers, it was felt, lies in allowing too many dealers to be appointed. If a dealer doesn't make money out of a line he loses interest in it. A second mistake is in price drops after loading, a practice which not only loses dealers but destroys confidence. Oddly enough, the census revealed there is not much change in dealer lines in the territory, particularly with the good ones. It is the fringe lines which are in and out, shifting hither and yon every few months.

Wisconsin Power & Light men feel that a town of 40,000 is too small a place for two dealers in one line. The customer always plays one against the other, which results in both dealers losing interest. A second failure by manufacturers who claim they spend all kinds of money on sales training

with no results, is due to the fact that with the other hand they are also selling the discount houses.

**More Margin.** Basically, declare the utility men who are in contact with the dealers, there is a need to give the dealer who actually promotes the line, more margin to do it with. At the present moment, he is getting the same margin as the dealer who clips prices and does nothing. Lack of return is the present reason for manpower weakness.

The statement that if you give a dealer more margin he will give it away is not necessarily true, and it simply means that the dealer has to meet competitive conditions often times created by the manufacturer and distributor.

Nobody likes competition, says Howard. But the fact remains that appliances have to have promotion to meet competition for the dollar from other fields. The feeling of the utility is that it can act as a common denominator in stimulating these promotions so necessary to appliance success. The electric blanket "cold feet" campaign, the "trip to Florida" campaign, got distributors intrigued. Distributor salesmen used these tools, said to dealers, "See what the utility is doing, you better get some blankets or other merchandise and be ready for it."

Says M. R. Norton, dealer promotion manager, who has lived with dealers for years, "Remember most dealers do everything—buying, selling, servicing, bookkeeping, and sweeping out the store to boot. Don't be surprised if they don't take time to be good merchandisers. Give them promotions that they can tie in with easily. Remember that the small town dealer is often out of the store on delivery and service calls, and you need to work with him more by mail. That is one reason for our directories of dealers and distributors. They help small town dealers get on more mailing lists so they can find out what is going on. They enable distributors to find new outlets and get a better picture of the market."

## Record for Tapes

The biggest year in the industry's history is ahead for tape recorder manufacturers, Arthur J. Palmer, president of Ampro Corp. said last month. He added that his firm expected to double its 1952 tape recorder sales during 1953 and said that the major impetus to a new industry-record should come from increased sales of the units to the home.

Three factors account for his optimism, Palmer said. They include:

- 1) Growing consumer acceptance of tape recorders.
- 2) Availability of moderately-priced units for mass consumption.
- 3) Expanded marketing of pre-recorded tapes which Palmer labeled the "most important single development in the field." He cited as advantages of taped music longer playing, relative inexpensiveness, greater fidelity and easier storage.

He said that three out of four Ampro recorder sales in the first nine months of 1952 went for home use.



**MEN BEHIND** the comprehensive dealer and distributor directories issued by the Wisconsin Power & Light Co. are general sales manager J. D. Howard, right, and dealer promotion manager M. R. Norton.



**Arvin**  
announces...

# FOUR GREAT NEW ELECTRIC HEATERS!

## Custom King-Size Automatic

This super-capacity fan-forced automatic electric heater is the finest Arvin Heater ever built! It's for your customer who wants a lot of warmth right now and from now on, without fuss or bother! Uses 1650 or 1320 watts, by selection. An earlier model of this same heater has broken sales records from coast to coast. Safeguard Switch cuts current instantly if upset. Range-type heating units; red glow signal light. Induction motor; no radio or TV interference. Finished in gray enamel with maroon plastic knob and handle, chrome grille. Model 5630, \$34.95.



Thermostat-controlled, 1650 and 1320 watts, by selection

## Standard King-Size Automatic

Here's an amazing thermostat-controlled, king-size fan-forced automatic heater priced to give you a fast-moving leader! Full 1650-watt capacity, with the same interference-free motor as in Model 5630. Carrying handle is in back instead of on top. Safeguard Switch guards against accidental upset. Trouble-free range-type heating units. Finished in green baked-on enamel with ivory plastic trim, chrome grille. Model 5530, \$29.95.



1650 watts — priced for fast action!

## 1650-Watt Hot-R-Cool Heater-Fan



Heats in winter,  
cools in summer!

This is the latest version of the nationally-famous Arvin Hot-R-Cool Heater-Fan, the amazing year-round-utility triumph that puts out 5600 BTU, with the airscoop blades moving 200 cu. ft. of warm air per minute. In summer these same blades "blow cold" at the rate of 600 cu. ft. per minute. 1650-watt heating unit. No radio or TV interference. Safeguard Switch cuts current if upset. Beautiful metallic green enamel finish. Model 5130, \$21.95.

## 1320-Watt Hot-R-Cool



at a sensational  
new low price!

Same year-round utility as Model 5130. 1320-watt unit combines radiant and fan-forced heat with all the famous efficiency of Arvin's airscoop blades. Head tilts in any direction. Finished in pleasing brown enamel with convenient carrying handle on motor housing. Doubles as a powerful fan... remember last summer? Place your orders now and get set for summer sales with this efficient "cooler-offer." Model 5030, \$19.95.

There's still time  
to rake in Big Money  
with ARVIN'S Midwinter  
SPECIAL DISPLAY  
DEAL!



WORLD LEADER IN PORTABLE ELECTRIC ROOM HEATERS SINCE  
1932 — EIGHT VALUE-LEADING MODELS PRICED FROM \$11.40

Electric Housewares Division

**ARVIN INDUSTRIES, Inc.**  
COLUMBUS, INDIANA



Special interior and window displays, plus newspaper ads, were used by Golden Rule Electric Co. to merchandise their bonus offer. Here, President J. E. Palmer sets up in-store display using the free promotion kit that came with his Tide order.



Traffic increased 25% over and above the normally heavy flow in the store's Laundry Appliance Department. Prospects found the combination of a brand-new Norge washer, plus a supply of Tide, too good to ignore. Tide has a way with women!

# TIDE PROMOTION PLAN INCREASES NORGE WASHER SALES 25% IN LEADING OHIO STORE!

MAJOR CINCINNATI DEALER CREDITS SUCCESS OF BONUS OFFER TO TIDE'S CONSUMER POPULARITY



• Meet a man who knows the retail washing machine business from "way back when." He's Mr. J. E. Palmer, President of the Golden Rule Electric Company in downtown Cincinnati. For 29 years, his store has been an

appliance landmark—known for its integrity and sound merchandising methods. Aware that a profitable washer promotion depends on the best possible consumer appeal, Mr. Palmer points to the Tide Plan as a proven sales-builder. He knows that Tide is used in more washing machines than any other product on earth—and he's turned that knowledge into sales.

Taking advantage of Tide's special advertising allowance of \$1.75 per case, Mr. Palmer decided to use the Tide Plan for a bonus offer promotion—giving a six months' supply of Tide away with each Norge washer purchased. Today, Mr. Palmer counts on the *continued* use of the Tide Plan because Tide's overwhelming appeal to women has already resulted in a 25% increase in Norge washer sales for his store. This is Mr. Palmer's story of success in Cincinnati, Ohio.



The initial order for Tide was sent in after Rod Young, Sales Manager of Harry Knodel Distributing Co., outlined the Tide Plan's success in other areas to J. E. Palmer, President of Golden Rule Electric Co. (r.), and Everett G. Sullivan, Sales Manager (l.).





**Talk about impressing prospects!** As a follow-through, Golden Rule Electric Co. demonstrated with Tide. They got the maximum performance from their washers—the cleanest, whitest wash possible...with no soap film left in the washer.



**Another washer sold!** As a result of the bonus offer promotion, Norge sales went up 25%. Golden Rule Electric Co. gives the credit to Tide for clinching hesitant sales time after time—and they plan to go on using the proven Tide Plan.

### THIS IS THE TIDE PLAN...

**It Worked in Cincinnati—It Can Work for You!**

You, as a dealer, can take advantage of Tide's special advertising allowance of \$1.75 per case. (Your cost per case is around \$5.00—almost 1/2 less than the retail price.) And with your Tide, you also get a colorful free display kit to tell the story of the washer promotion to your prospects. (The free display kit will be printed with the name of any washer brand you designate.) You can use your Tide order and the display kit to increase your washer sales these four tested ways:

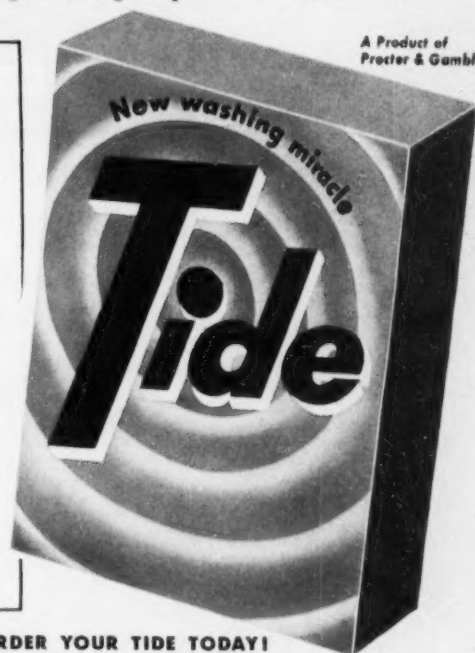
**1. Use Tide to build traffic**—offer a box to each woman who will come in to watch a washer demonstration.

**2. Use Tide for bonus offers**—as an "extra" to swing more sales, offer a supply of Tide with each washer purchased.

**3. Use Tide for demonstrations**—get top performance from your washers. Tide gives you the cleanest wash possible...leaves no soapy film. Laboratory tests prove it!

**4. Use Tide for displays**—promote your offers with Tide and the special colorful display kit that's tailored for you.

Like J. E. Palmer in Cincinnati, Ohio, you can't miss with the powerful Tide Plan. It's *smart business—good business*—to let this plan make dollars for you at a cost of pennies!



# Tide

**IS YOUR BEST TIE-IN**

*because ...*

**TIDE IS USED IN MORE  
WASHING MACHINES THAN  
ANY OTHER PRODUCT ON EARTH!**

#### CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

Here are the terms: You can get Tide at the regular Procter & Gamble Sales Department prices\* less a special advertising allowance of \$1.75 per case (minimum order 5 cases). In return, you agree to use all of the Tide you order in any or all of the following ways: (a) offer a supply of Tide with the purchase of a washer (minimum offer 1/2 of case per washer sold); (b) offer a box of Tide to each prospect who comes into your store to see a washer demonstration; (c) for washer demonstrations. You also agree to feature the Tide merchandise offers in your advertising and to display Tide packages with your washers.

\*Prices subject to change without notice. Shipped C.O.D., freight prepaid.

**Box A**  
**Tide Home Laundering Bureau**  
**1429 Enquirer Building**  
**Cincinnati 2, Ohio**

Please ship us \_\_\_\_\_ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

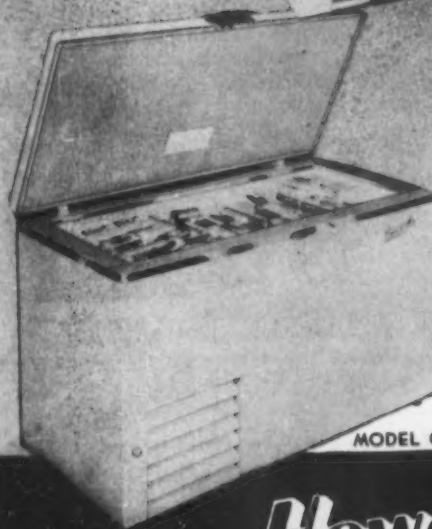
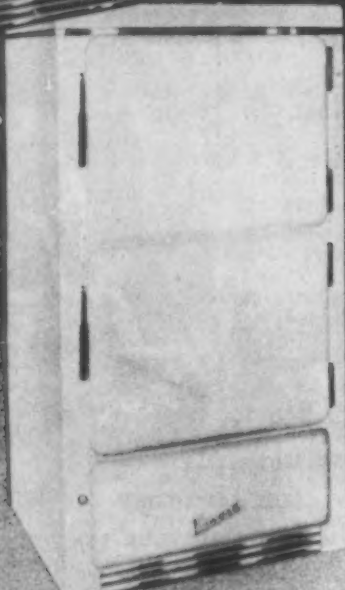
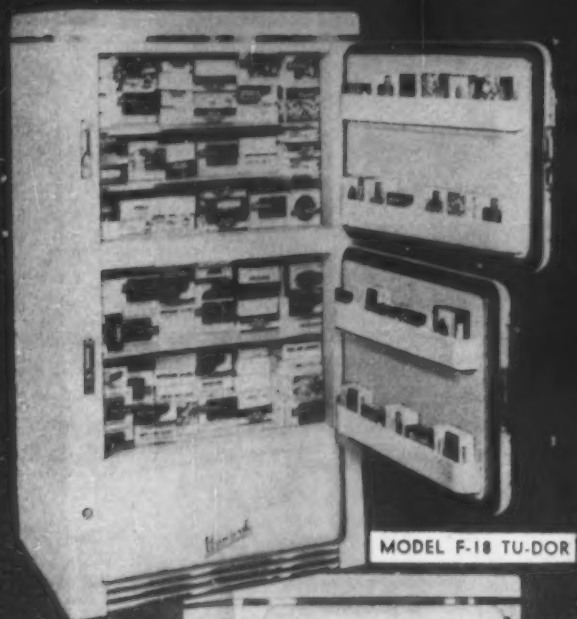
Ordered by \_\_\_\_\_

( ) Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of \_\_\_\_\_ washer. (Please check box.)

Also include at no cost, the following newspaper mats (checked below) for the purpose of advertising our washer promotion.

( ) 2 cols. x 3" (8277-EM, 8299-EM) ( ) 2 cols. x 6" (8278-EM, 8300-EM)  
( ) 3 cols. x 5" (8279-EM, 8301-EM) ( ) 3 cols. x 10" (8280-EM, 8302-EM)

# A STAR IS BORN!



**Howard**

4745 WORTH STREET • PHILADELPHIA 24, PA.

With a Background of Over 50 Years Designing and Manufacturing Experience

## Bigger and Better Campaigns

Manufacturers begin revealing their 1953 ad and promotion plans and they have one thing in common—they're getting bigger all the time.

Bigger and better.

That's the way manufacturers in the appliance-radio-TV industry are sizing up their 1953 promotional plans.

"Greatly expanded."

"Substantially increased."

"Second largest in history."

"Surpasses any previous year."

That's a sample of what the manufacturers are saying about their 1953 advertising and promotion campaigns. Here, in more detail, is a sampling of some of the plans.

**Motorola.** Some \$12 million has been allocated for advertising as part of Motorola's 1953 merchandising plans, advertising director Ellis L. Redden said last month. This is the second largest ad budget in the firm's history, topped only by that of 1950. And, said Redden, the 1953 figure may go higher since ad dollars are tied to sales dollars in a percentage ratio.

Newspapers will continue to get the largest share of the Motorola ad dollar with radio, national magazines and TV spots following in that order. The firm will also provide outdoor advertising and point of sale material.

**RCA Victor.** The company has prepared an advertising and promotion program on TV, radio and phonographs which "surpasses any previous year's program," J. M. Williams, advertising and sales promotion manager for the home instrument department, said last month.

Major emphasis will be put behind the firm's new TV line with seven national magazines, papers in 129

markets, network radio and TV shows and a variety of regional and trade magazines being used. TV shows include the RCA Victor Show on Friday nights and Kukla, Fran and Ollie. The Phil Harris-Alice Faye radio show is also sponsored by the firm.

A roadside sign program is being offered for the first time.

**G-E.** The company's receiver department will increase its overall ad budget by 62 percent over last year, S. M. Fassler, advertising and sales promotion manager, said last month.

Greater competition in 1953 will require more aggressive sales plans, ad campaigns and promotions, Fassler said. He revealed that his department's advertising in newspapers and on radio and TV will be substantially increased while magazine advertising will be maintained at the 1952 rate.

**RCA Estate.** A greatly expanded merchandising program and an extensive national ad campaign will support the first line of RCA Estate ranges introduced this month. Highlight of the program, according to advertising manager Lewis Selmeier, will be a regular schedule of time on network television and radio. This will include participation on the Dennis Day and Kukla, Fran and Ollie TV shows and the Phil Harris radio program.

Magazine ads will carry a coupon offering an RCA Estate cookbook by Duncan Hines. Ad copy and merchandising activities will stress the selection of the RCA Estate range by Hines.

**Landers, Frary & Clark.** A more



**PUPPETEER** Burr Tillstrom and friends, Kukla and Ollie, listen carefully to an RCA Estate range demonstration by Lew Selmeier, director of advertising and sales promotion for the firm. The miniature range is an exact scale model, prepared for filmed TV commercials for use on the Kukla, Fran and Ollie and Dennis Day shows which RCA Estate will sponsor.



# IT'S FACTS MR. DEALER THAT SELL ROOM AIR CONDITIONERS TODAY!



Available in 1/8, 1/4, 1/2 and 1 H.P. Capacities



AND ONLY **MITCHELL** can put  
these **FACTS** in the hands  
of your customers at the  
point of sale!

it's a fact!

**ONLY MITCHELL**  
both *Cools and Heats*  
with the *Weather-Dial!*

it's a fact!

**ONLY MITCHELL**  
has the *Weather-Dial!*

it's a fact!

**ONLY MITCHELL**  
has the double capillary tube  
REFRIGERANT SYSTEM

it's a fact!

**ONLY MITCHELL**  
has all this plus

**NIGHT-COOL:** Moderate cooling for just warm days and nights  
... **ARID-DRYER:** Converts unit to a powerful dehumidifier  
for humid, muggy days ... **COOL AND EXHAUST:** Converts  
unit to giant exhaust fan while cooling room at the same time ...  
**SOUND MUFFLER:** Permits lowest operating sound level of any  
unit on the market ... **FILTERS:** Removes 99% of dirt, dust  
and pollen from air ... **VENTILATES:** Brings fresh air into room  
in any season ... Dyna-cooled in summer or Dyna-hot in winter ...

MITCHELL MFG. CO., DEPT. EM-4

2525 Clybourn Avenue, Chicago 14, Illinois

Gentlemen: Rush me full details on how I may become franchised to  
sell the new Mitchell Room Air Conditioner ... Tell me more about  
how you Weather-Dial COOL for matchless summer comfort and HEAT  
for extra winter warmth.

Name \_\_\_\_\_  
Store Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

SELL MITCHELL AND YOU SELL THE WORLD'S FINEST ROOM AIR CONDITIONER



**never . . .**

**. . . or was there greater need**

A lot of trade paper advertising used to be bought on the "toss a bone to Joe" basis.

In many cases it didn't cost much—but neither did it do much for the tosser. Space bought because of personal friendship, or to line up a free publicity plug or because "the trade press should be supported" may not have been 100% waste—but it was close to it. No trade publication needing that kind of support was ever worth advertising in.

There aren't many "bones" any more. Advertisers can't afford them. Space rates, like all sales costs, are up and advertisers must concentrate selling effort



**SERVING THE APPLIANCE-RADIO-TV INDUSTRY**



# did a bone cost more

## for direct approach to trade markets

where it will pay off. That means *selectivity*.

Dealers, like most other people, are "reading on the run." They just don't have time to read many trade publications. Recent studies show that the average per dealer is two publications, usually the strongest two in the field. Your advertising in the third, fourth or fifth publications probably won't be seen.

Streamline your 1952 trade advertising schedule. Get the greatest advertising impact your advertising dollar will buy. Concentrate in one or two of the leading publications. If you are now using 5 publi-

cations, you can cut 55% from your space cost, yet give up only 12% of coverage by cutting back to two publications.\*

In the appliance-radio-TV field, ELECTRICAL MERCHANDISING is the industry's Best Seller, the "Most Useful" publication to the dealer. Give it the top spot in your 1952 sales plans. It will help you improve your distribution and cut sales costs.

*\*Based upon 23,772 replies from 17 readership surveys covering 9 different fields. More information on request.*



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

**SOMETHING  
WONDERFUL  
HAPPENS**

When You Switch to

**KISCO**

**YES! SOMETHING  
WONDERFUL HAPPENS!**

*You Look Better . . . You Feel  
Better . . . And Your Customers  
Have No Fagged-Out Hangovers  
from Sleepless Nights!*

**HERE'S THE  
BRAND NEW**



**COOLCIRATOR**

**CABINET**

**WINDOW FAN**

**With Every Desirable Feature  
INCLUDING DEALER PROFITS**



*"No  
Fooling—  
Kisco's  
More  
Cooling"*

A rugged, robust beauty, designed to fit the Decor of any room. The handsome guard is built of heavy perforated metal, and is not to be confused with thin expanded metals. Unit is rubber mounted to minimize vibration and the 4-blade, 20-inch Torrington Impeller is specially designed for quiet operation. Furnished with two sets of detachable extension panels. Loaded with Eye Appeal and Buy Appeal, and backed up with plenty of hard hitting Promotional Aids and Dealer Helps.

And Another Brand New 1953 Kisco Model  
**CIRCULAIR REGAL-AIRE JR.**  
*The "Successor to the Fan"*

THE HIT OF THE SHOWS . . . They came . . . they saw . . . they compared construction, performance, price . . . and then placed their orders for the KISCO REGAL-AIRE JR. Have you? Better get on the Profit Band-Wagon with the COMPLETE KISCO LINE.

**KISCO COMPANY INC.**

2400-40 DeKALB STREET - ST. LOUIS 4, MO.

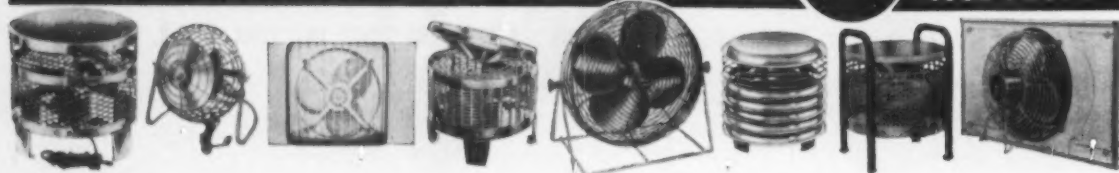
**SHHH! It's  
Whisper Quiet!  
Cradled in  
Rubber**



**5  
YEAR  
GUARANTEE**

**KISCO . . . THE HOTTEST LINE FOR COOL COMFORT AND**

**COOL PROFIT**



extensive ad campaign, both for consumers and the trade, will be undertaken by Landers, Frary & Clark's electric housewares division in 1953, Stanley G. Fisher, sales manager, said last month.

Two merchandising activities are planned, one in the spring and one in the fall. Superimposed on these will be a special merchandising program on electric blankets. Special activities on products like the Coffeematic will also be scheduled "if conditions require them."

The spring promotion is designed to provide a means for dealers to restock after the Christmas rush and to provide them with merchandising ideas for moving these goods during the spring. The plan, called the "spring sellabration" is built around a counter-type display which will adequately display an assortment of ten Universal housewares. Merchandising gimmick for the plan is a specially designed hostess apron which dealers can give away. A special "coronation" merchandising activity on Coffeematics will be announced to the trade on March 1.

**Quicfrez.** A promotional program of broader scale than ever before conducted by the firm will be sponsored by Quicfrez, Inc., this year according to vice-president Harry Ryan. The company will take more space in national magazines and produce a number of merchandising and sales aids. The complete line will be featured with some seasonal emphasis on the 4.2 cubic foot freezer which the firm introduced last year.

### Promotion Briefs

● Betty Furness will expand her selling activities for Westinghouse this year by appearing as the star of a daytime TV show to be sponsored by the firm. Miss Furness will be seen "at home" in her New York apartment on the 15 minute show which is telecast each Friday over the CBS-TV network. She will continue to handle Westinghouse product demonstrations on Studio One.

● Sponsorship of the Garry Moore Show over the full, 58-channel CBS-TV network has been announced by the Deepfreeze Appliance Division of Motor Products Corp. Deepfreeze will sponsor 15 minutes of each Thursday's show; the program itself is a five day a week 30-minute show.

● A folder illustrating the promotional aids available for observing Mother's Day is available from the Nat'l Committee on the Observance of Mother's Day, 393 Seventh Ave., N. Y. Executive director Irvin Edwards said that over \$250 million will be spent on Mother's Day gifts this year.

● A recipe for "snappy turtle" cookies won \$25,000 in cash, G-E appliances and a title as "cook of the year" for Mrs. Peter S. Harlib of Chicago in Pillsbury's annual bake-off in New York in December. Total value of cash and appliance awards handed out this year in the contest came to \$129,000.



# STEWART-WARNER

*Sets the Pace for '53*

## 21" and 27" TV

FROM

### \$199<sup>95</sup>

#### Fifteen Sparkling New Models in Mahogany and Blonde Oak

Here it is! Stewart-Warner's advanced TV for '53—featuring the new "X-9300" Unitized Chassis that **OUTPERFORMS . . . OUTDISTANCES** anything in the industry. Plus the New Power Booster, Complete Provision for U.H.F.—Models with Full-Channel or Strip-Type Tuner. At your Stewart-Warner Distributor **TODAY!**



#### Stewart-Warner Powerful New "X-9300" Unitized Chassis

. . . a revolutionary new UNITIZED CIRCUIT DESIGN that "steps up" power for absolute picture stability, dependable reception even in distant areas. An innovation in Simplified Servicing!



**STEWART-WARNER ELECTRIC • Division of Stewart-Warner Corp.**  
1300 N. Kostner Avenue • Chicago 51, Illinois

Leading Electronic Producers for The Armed Forces

# FREE

**\$61<sup>30</sup> PROMOTION**  
*with Your Order*

In 1952, Westinghouse Dehumidifiers were a complete sellout. To make sure that in the profitable '53 selling season you are not a Johnny-Come-Lately, Westinghouse offers this

***Buy Now! Pay Later Deal!***  
For an order of 12 or more Dehumidifiers  
**YOU GET... ABSOLUTELY FREE**

- Animated Flasher Display, as illustrated
- 4 Automatic Timers. List Price, \$35.80
- 4 Sets of Casters. List Price, \$9.00

**Plus**

- 100 Selling Folders ... 25 Sample Direct-Mail Cards ...
- 25 Sample Doorknob Hangers ... 20 Spec Sheets ...
- 10 Question and Answer Booklets ...
- Tell-All-Tags ...
- Window Banner and Sales Planner

For an order of 4 or more Dehumidifiers  
**YOU GET... ABSOLUTELY FREE**

The complete package listed above with the exception of the Automatic Timers and Casters.

**LIMITED TIME OFFER...ORDER EARLY...PAY LATER**

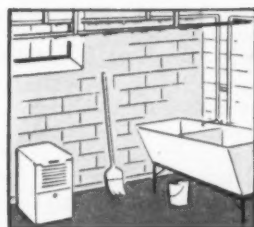
Check Your Local Westinghouse Distributor for Complete Details



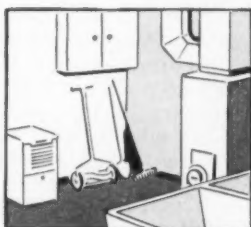
**KIT**  
*for the*

**NEW**

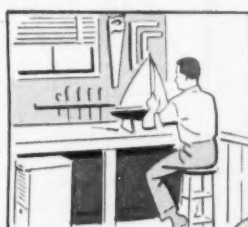
**for These Home Locations  
and Many Others...**



**BASEMENT**



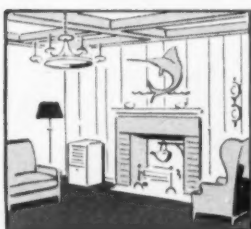
**UTILITY ROOM**



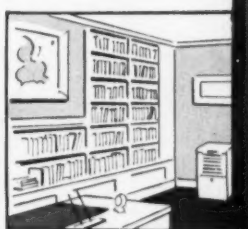
**HOBBY SHOP**



**RECREATION ROOM**



**BEACH HOME**



**LIBRARY**

**and Ideal for Business  
... Everywhere**

- Warehouses
  - Stores
  - Toolrooms
- Kitchens
  - Garages
  - Bank Vaults
  - Lofts
- Beauty Parlors
  - Stockrooms
  - Studios

**YOU CAN BE SURE...IF IT'S  
Westinghouse**



**MODEL H-4  
LIST PRICE—\$139.95**



## Manager of Sealed Unit Service Company Praises KLIXON Protectors

MELROSE PARK, ILL.: Mr. Edmund H. Jaske, Manager of the Sealed Unit Service Co., Division of Service Parts Co., largest refrigeration repair and hermetic unit rebuilding company in the midwest, appreciates the motor burn-out protection KLIXON Protectors provide.

"It takes an intimate knowledge of refrigeration service problems to realize what an important factor KLIXON motor protectors play in saving the public from major repairs caused by motor burnouts."



Manual Reset



Automatic Reset

### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

**KLIXON**

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corporation  
2502 FOREST ST., ATTLEBORO, MASS.

## Turning the Tables



**THE DEALER** picked up the check for distributor personnel in Philadelphia recently, after a showing of Norge's 1953 line. Dealer Sid Waters (fifth from right), of Clement, N. J., was host to personnel of Trilling and Montague after the showing.

## Plug Better Living

The high standard of living in American homes brought about as a result of the use of electricity will be the theme of a new promotion undertaken by the Electric Companies Public Information Program.

The program, called "Electricity for Better Living," is not intended as a sales promotional effort but as a means of telling the public of the benefits that have been brought about by "private initiative, planning, imagination and community development."

Local tie-in activities by utilities will be coordinated with a national program which will include advertising tie-ins, a Better Living TV series and a series of radio broadcasts. Dramatic shows on the same theme are also planned.

stores, the May Department Store Co., City Stores Co., and a limited number of independent stores.

The new firm (Ransford-Johnson and Co., Inc., with Arthur N. Ransford as president and M. Carl Johnson as vice-president) will make available a store-owned brand on an exclusive basis in each city. The basic list of merchandise available through the firm includes housewares, major appliances, radio and TV sets, infants' items, small furniture items, luggage, toys, sporting goods and drugs. Products will carry the "Parkway" label.

## Meeting At Sea

Bluefield Supply Co.—the West Virginia firm which last year held a sales meeting for part of its staff in an old gravel pit—last month treated its salesmen to a considerably more elegant meeting.

Approximately 215 firm officers, salesmen, department heads and their wives sailed from New York on January 10 for a week-long trip which included a final two day sales meeting aboard the ship.

The Bluefield Supply concern also includes four commonly-owned subsidiaries. It was the 60-man sales staff of Rish Equipment Co., one of the subsidiaries, which spent a week in a gravel pit last year learning to operate the machinery the firm sells.

## Show on the Road

Servel officials and distributors last month got a real taste of show business.

Occasion was presentation of a "million dollar musical extravaganza" by the company. The road shows—two troupes were set up to cover 30 cities from coast to coast—got underway simultaneously in Boston and New York on January 21.

Purpose of the show was presenting the company's new and expanded line of appliances to dealers. The five hour show required 200 costume changes, 50 lights, eight curtains, 25 set pieces of standing scenery and a variety of props.

## On To Europe

Two-weeks, all-expense paid tours of European resorts and cities will be awarded hundreds of Westinghouse radio-TV dealers this spring as part of the firm's 1953 advertising and promotion program.

Dealers will be flown to the Continent for planned tours of Paris, Nice, Cannes, the Riviera and Rome.

A serious note will be injected in the European trips through an "international marketing roundtable" at which American dealers will exchange information with European retailers.

## New Buying Group

A new direct-from-factory buying program designed to enable independent department stores to meet chain competition has been established by the top executives of the recently discontinued Affiliated Retailers, Inc. The latter organization had functioned as a cooperative buying organization for R. H. Macy



# LOOK!

## Hollywood FREE GIFT SELLING PLAN!

### FREE GOODS with every Hollywood Product

Five sure-to-bring-them-in gift combinations are being offered your customers in this exciting new Hollywood Spring promotion. You can give each Hollywood purchaser a wonderful free gift. These gifts range in value from \$4.98 to \$9.95. This Spring, hitch your sales wagon to that top-profit—top-quality—star—Hollywood!



4 cans of Planter's Peanut Oil and a Nut-brown French-Fry Cutter...Free! With each Hollywood French Fryer.  
Value \$5.55



Hollywood Utility Table FREE with each Hollywood Barbecue Broiler, Actual Retail Value \$9.95

Beautiful Cleaver Set—Carbon steel Cleaver, Stainless Steel Knife and Fork for Carving free with famous Hollywood Combination Broiler-Grill.

Value \$4.98



—And Plenty of POWERFUL  
Promotion FOR YOU!

Hollywood Combination Broiler-Grill...Broils, Toasts, Grills! "Infra-Red Ray" element gives charcoal-like flavor to foods.

\$34.95



Versatile Hollywood Electric Broiler...broils, fries, toasts!

\$24.95

Hollywood Broiler-Oven...chromed inside and out! "Infra-Red Ray" element adds out-doorsy flavor to meats.

\$32.50

Hollywood Automatic French Fryer...French fries an entire cut-up chicken!

\$29.95

Hollywood Rotisserie Barbecue-Broiler Grill...Converts from barbecue to broiler by removing spit.

\$54.95



ANNE BAXTER Academy Award Winner Richard Conte, Ann Southern, Nat (King) Cole, and Hollywood Broilers and Fryers will all star in the Alex Gottlieb production "The Blue Gardenia," to be released by Warner Brothers this Spring.



This great new Hollywood promotion for Spring! Free Goods, point-of-sale helps and circulars, co-operative advertising allowances, and a complete series of Hollywood newspaper ads. All this, plus Hollywood's most popular stars using Hollywood products in the movies and recommending them in the nation's leading consumer magazines.

## FINDERS MANUFACTURING CO.

CHICAGO 15, ILLINOIS

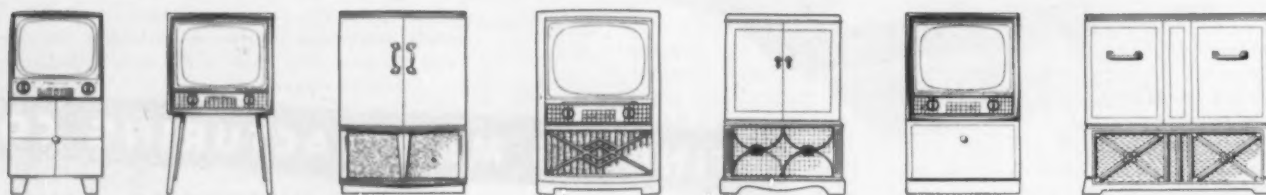
**NOW... FROM Admiral**

# 3 Great New 21" Picture Tubes

**All with Removable Safety Glass**

**Bringing You  
Best Possible Pictures  
In Every Price Range**

Here's the hottest sales story in television! With three sensational new picture tubes, Admiral now *triples* the sales impact of 21" TV—your fastest moving picture size! Each of these great picture tubes is an outstanding performance leader, each has its own powerful sales features! Together, they spell solid assurance of faster sales, bigger profits—give you a chance to offer feature-packed Admiral 21" TV to every customer—no matter how much he wishes to spend!







With Admiral's amazing new Dyna-Ray picture tube, this handsome Model 121DX11 has become America's *Most Wanted TV Set*! The 21" Dyna-Ray tube in this stunning table TV gives your customers 21" TV at the price of most 17's—43% bigger pictures at no extra cost! A value so sensational that popular demand consistently exceeds ever-increasing production!

### 21" DYNA-RAY

21" TV's Greatest Value

### 21" SUPER DYNA-RAY

21" TV's Greatest Viewing Area

### 21" SUPER PANORAMIC

21" TV's Greatest Viewing Comfort

REFLECTIONS SIMPLY BOUNCE ASIDE



Admiral's amazing new Super Dyna-Ray—with 252 square inches of viewing area—delivers spectacular, crystal-clear pictures in next-to-real-life dimensions! Available in a wide range of smartly styled Admiral cabinets, the Super Dyna-Ray is shown here in stunning Admiral Model 221DX16L 21" TV Console with Admiral's famous long distance Cascode chassis. In hand-rubbed walnut, mahogany or blonde cabinets.

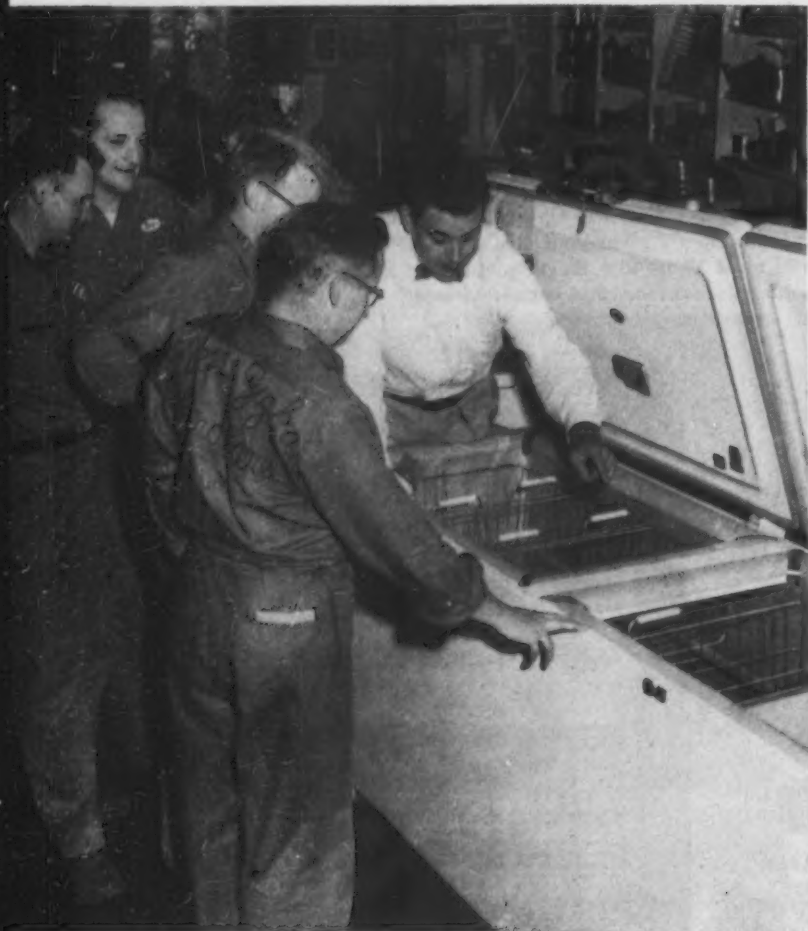


It's curved like a section of a giant water tumbler! Admiral's scientifically designed 21" Super Panoramic picture tube literally bounces reflections aside . . . gives glare-free TV enjoyment even with normal room lighting—245 square inches of easy-on-the-eyes viewing area. The Super Panoramic cylindrical picture tube is featured here in Admiral's luxurious Model 322DX16A 21" TV combination with "TV-Integrated" Radio . . . Super "600" phonograph.

# Admiral

WORLD'S LARGEST TELEVISION MANUFACTURER

## GILKES AND ZIZKA'S DISTRIBUTOR SALESMAN . . .



### Got Them Interested . . .

After years of poor sales Gilkes and Zizka were cold on freezers, but repeated pitch of distributor salesman Pete Warner persuaded them to try once again.



### Helps Them Make Sales . . .

Salesman Warner convinces a dubious prospect with a graphic explanation of a freezer's sales features while dealer Gilkes listens and learns a new way to beat objections.



### Gives Them Ideas . . .

Out on the sidewalk Warner tries to convince dubious Gilkes and Zizka that there is the place to display freezers to get more traffic and more prospects.

# Now They're Trading Freezers

Gilkes and Zizka Hardware never had any luck selling freezers in their Howell, Michigan, trading area until they listened to a distributor salesman, went after the replacement market and increased sales ten times

By Frank A. Muth





**WAITING LIST** for trade-in freezers is maintained on up to date service record cards and in most cases all Gilkes has to do to make sale is pick up the telephone and call prospect.



**PROSPECT** who has been notified of availability of used freezer is brought to store where she is shown features of new unit in effort to sell up.



**OLD UNITS** are kept in barn at edge of town and if Zizka or Gilkes fail to sell a new unit they find it easy to dispose of a trade-in.

**T**HREE years ago, Bill Gilkes and Bob Zizka of Gilkes and Zizka Hardware, Howell, Michigan (pop. 4,349) started selling food freezers. They didn't know much about it and they didn't sell many.

But today they are experts on freezer selling, primarily, they admit, because of the help they received during the past months from their distributor salesman.

Ironically enough, the source of this assistance is a former employee, Pete Warner, now a wholesale salesman with Major Appliances, Inc., of Lansing, Mich.

When the store opened in 1947, Gilkes had spent 17 years working in a bank, knew nothing about freezers. Zizka was no better informed. With their joint lack of knowledge they were lucky to sell 2 or 3 units a year. But in the first six months of last year they sold 17, (for \$8,000 to \$9,000) and nine of those sales were with trade-ins.

"When Pete Warner started calling on us, he kept urging us to get in the freezer business," says Bill Gilkes. "Finally this last spring he got us cornered and told us to take on Revco freezers. He also gave us a real product story. We gave in and were on our way."

"We put up a display in the store. Before that, we seldom had a model on the floor. The models we carried

were around so long they'd get scratched and we'd have to sell them off-list. Finally, we didn't put any on the floor at all. That's when Pete came to us. Now they are back on the floor and we're really moving freezers."

"Pete helped us get our wings," partner Bob Zizka adds. "We needed something to get people interested. So, we arranged for the demonstrator at Major Appliances, Inc., to come over for two days. It was, even as Pete explained, sort of an experiment for them—an open house on freezers—and different from the usual freezer schools they had been running."

#### Free Frozen Food

"Everybody who came in the store received a free package of frozen food," Zizka continues. "I guess we gave away about 400 packages of food. We got 24 live prospects, and four direct sales during the open house, as well as several sales on other appliances."

"With four other dealers in town," Gilkes says, "We didn't bother with trade-ins before we really got to selling new ones. We are the only dealer in this area taking them and, after our freezer open house, our direct mail, sent to everybody in the county by Major Appliances, Inc., brought some inquiries."

Trade-ins are useful, the partners claim, in making the most of prospects

who don't know how much freezer space they will need at the time they're buying one. They tell of one couple who figured that a 15-foot freezer would be fine. They knew that \$500 is a lot to pay for one. After they took it home, they butchered a hog, a calf, put in some vegetables from their garden and it was full. "She wanted a new one," says Gilkes, "even though she had only had her 15-footer for about two or three weeks. So, I suggested that she come down and look at the 23-foot model. She liked it and we made a sale."

"We gave her full price for her 15-footer and decided to sell it to someone for full price; but we explained that it had been used for two weeks. Knowing that, they still wanted it. In fact, it is important to always tell who owned it previously, whenever you sell a used freezer."

#### Servicing Negligible

"Everybody around here knows one another," Zizka adds, "and they know that we are selling freezers to them as is. In other words, we don't spend a lot of time on a trade-in fixing it up. For one thing, they have been on the market such a short time that nothing is wrong mechanically. Therefore, if you wash the unit out well and touch up the scratches on the top and sides, it will look fine."

"You don't lose money on the

trade-ins either," Gilkes adds. "We would allow less if we had to do some work on them. But usually we only spend about 15 minutes on reconditioning."

"Here is the way we buy and sell freezers. If we are selling a 23-foot freezer that has a list price of \$600 and taking in trade a used freezer in good condition:

Size of Old Freezer	Allowance	Resale Price
6-cu. ft.	\$100	\$135
8-cu. ft.	\$150	\$225
11-cu. ft.	\$165	\$235
15-cu. ft.	\$200-225	\$250-275

With each new freezer sold, Gilkes and Zizka give away 50 lbs. of meat, worth at retail about \$35, but they don't offer this on trade-in sales. "You do it when you have a new model, because of the mark-up, but we don't need to give that goodwill on our used models," Gilkes points out. "We would be happy to break even, but see no point in doing that when there is a good chance to make a few dollars on each sale. Trade-ins will be increasing in the future, because more and more people are buying freezers and will want to replace them after they learn that they are too small for their use."

"Many people who can't afford the new freezers are happy to get a used freezer, and as long as they do, we'll be selling them as fast as we can take them in," Zizka concludes. End

# Don't get cornered



These dealers intend to be ready this summer. Listen to what they are doing right now!

"I could have sold 3 G-E Room Air Conditioners for each one I had in inventory. I've already placed my order for this year!" Mr. Paul M. Kritz, Alan Radio & Appliance Company, Inc., 4027 Lincoln Avenue, Chicago, Ill.



"The money I could have made last summer—if I hadn't run out of G-E Room Air Conditioners. Even with a normally hot summer, we expect to triple our business this year!" Mr. Harry Becker, Harbek Co., 119 East 34th Street, New York City.



"Everybody knows the G-E name—and I find that it's so easy to sell General Electric Room Air Conditioners in preference to any other. I sure expect to cash in *this* summer." Mr. Clayton Vanetti, Vanetti Appliance Co., Inc., 3717 Lexington Avenue, Louisville, Ky.



"No point in handling several brands—I find that three out of four of my prospects *want* General Electric. This year I'm handling only the one I know will sell fast—G-E." Mr. Charles F. Templeman, Wilson Appliance Co., 3051 Peachtree Rd. N. E., Atlanta, Ga.



"I was sold out of G-E Room Air Conditioners within 24 hours last July. Could have made a nice piece of change if I could have gotten my hand on more. This year I'm *not* missing out!" Mr. E. S. Duddy, Billingsley-Duddy, Inc., 1819 First Avenue North, Birmingham, Alabama.





# again this summer!

NOW is the time FOR YOU to order

**General Electric Room Air Conditioners! Better order more than last year, too!**

If there's one thing that drives a fellow crazy it's to have a lot of customers wanting to buy—and no merchandise!

Maybe it happened to you last summer . . . as it did to a lot of dealers. DON'T GET PINNED TO THE WALL AGAIN THIS YEAR.

Sit right down now, and order enough General Electric Room Air Conditioners so that you'll have enough merchandise when the customers come calling.

#### A reminder to you

G-E Room Air Conditioners are easy to sell because customers know General Electric makes *dependable* appliances, and they're easy to install. And, G-E Room Air Conditioners, like G-E Refrigerators, are covered by a 5-year written warranty on the factory-sealed refrigeration unit.

There will be a humdinger of an advertising campaign in LIFE magazine during the peak sweltering and selling season . . . tested newspaper ads, radio, direct mail . . . a new, improved merchandising display stand . . . and all the other sales-makers you'll want to use. SO, GET THAT ORDER IN THE MAIL TO YOUR DISTRIBUTOR NOW! General Electric Company, Louisville 2, Kentucky.



## ROOM AIR CONDITIONERS

#### Conveniences customers want!



**Automatic temperature control.** Temperature is set just once, and then the control automatically adjusts cooling to room temperature changes.



**Kitten-quiet operation.** This is the Room Air Conditioner that's *proved* q-u-i-e-t both by laboratory test and by actual use.



**Three no-draft air directors.** Each operates independently and may be rotated a full 360 degrees. Directs cool air to any place desired.



**Choice of two models for home or office!** Models FA 55B ( $\frac{1}{2}$  horsepower) and FA 75A ( $\frac{3}{4}$  horsepower) provide cool, cool comfort for average rooms of approximately 300 sq ft and 500 sq ft respectively. Each model has a dependable, factory-sealed refrigeration unit.

You can put your confidence in—

**GENERAL  ELECTRIC**

## MANUFACTURERS

# More and More Plastic

Today the appliance-TV trade takes 20 percent of the plastic moldings being turned out; they're being used in their own right, not as substitutes

From now on appliance-radio-TV dealers are going to be selling more and more products housed in plastic cabinets.

A few years ago this would have meant that other materials were in critically short supply and that manufacturers were turning to plastics as a substitute. That's no longer the case. Today, plastics are being used in their own right—and their use is proving advantageous to the men who design, build and sell today's appliances and television sets. Twenty percent of today's thermosetting plastic production goes into appliances and TV.

TV cabinets, air-conditioner housings, portable refrigerators and the like are gobbling up four million pounds of phenolics and ureas per month. Informed estimates predict that the rate of use will jump 50 percent in 1953 as new markets open up. Yet only four years ago, less than 500,000 pounds of thermo-setting materials were used in an entire year for large moldings.

**The Material.** Both plastic materials and the techniques used to mold them have been improved during recent years. Plastic moldings are now stronger and lighter, have more and better colors, better finishes and better dimensional stability.

Here are the advantages which have led to their increased use:

- 1) They present a clean attractive appearance.
- 2) Through-colored opaque or translucent material doesn't show scratches.
- 3) They're strong but light in weight.
- 4) They won't corrode, and resist burns, stains, common food acids, grease and solvents.
- 5) They absorb sound, have good acoustical qualities.
- 6) They are easy to wash and keep clean.
- 7) They don't absorb perspiration and it won't cause them to discolor.
- 8) They are "warm" and pleasant to the touch.

9) They are available in a wide range of colors and shapes.

**Don't Confuse.** Present day thermosetting plastic moldings should not be confused with older types of materials used as substitutes during the last war. Today's new materials capitalize on plastics' unique properties. They reduce manufacturing cost, simplify the designer's problems, and provide benefits specified above.

(It's probably wise to emphasize the distinction between thermosetting and thermoplastic materials. The latter, used in small radios, clocks, eye glass frames, etc., do not retain dimensional stability under excessive heat. Thermosetting materials on the other hand are similar to concrete on this score. Once subjected to high pressures and temperatures in the molding operation they retain their dimensional stability regardless of temperature or humidity.)

They're not necessarily cheap. Some plastic moldings actually cost more than their metal predecessors.

In the TV field, molded cabinets got their real start four years ago when Admiral used them for a seven-inch set. In 1948 the industry used 10,000 plastic cabinets. Today, they're being molded at the rate of 160,000 per month and almost every TV set maker has one in his line.

**How It's Done.** Production of large moldings requires a heavy investment in tools and equipment plus capable die design engineering and skillful die making. Dies for TV cabinets can weigh as much as seven tons, may require four months to build and may cost up to \$40,000. They are precisely machined and hand-finished for a smooth surface. Finally, they're chrome-plated to produce a mirror-like finish.

Also required is high powered electronic equipment to preheat the plastic material immediately before forming and molding presses capable of exerting pressures up to 500 tons per square inch or more.

## Honored by Employees



**THE TABLES** were turned on C. G. Frantz, left, founder and president of Apex Electrical Mfg. Co., during a recent meeting of the firm's Loyal Service Club. Over 660 employees of the firm, all with 15 years or more Apex service, presented Frantz with a bronze plaque during the meeting. With Frantz above are Carl Stroud and Miss Rose M. Wingel.

## Still Expanding

Manufacturers last month continued to announce plans for expanding their productive facilities.

Here are the newest expansion plans:

**RCA.** Radio Corp. of America will build a factory in Spain for the production of phonograph records, record players and TV sets. The plant is scheduled for completion this year.

**Revco.** The firm has just completed a \$450,000 expansion program, more than doubling plant capacity. New facilities include installation of a conveyor system, tripling of space in the press shop with the addition of new and larger presses, expansion of shipping facilities and an increase in office space.

**Motorola.** A three million dollar expansion program centering around the construction of a major new plant in Franklin Park, Ill., has been announced by president Paul V. Galvin. Completion of the new plant, which will nearly double the firm's TV production facilities, is scheduled for mid-year. The new facilities will constitute a bulk assembly plant for final assembly, packing, storing and shipping of TV units.

**G-E.** The firm has acquired an option on land in Tyler, Tex., and indications are that a small appliance plant will be built there this year, although company officials would not confirm this. If built, the plant will cost about \$5,000,000.

**Coolerator.** The firm is scheduled to begin operations in a new million-dollar enameling plant in Duluth this month. The factory is the second phase of a broad expansion program undertaken in 1951. The plant will be large enough to allow the firm to take on porcelain work from other manufacturers.

**Palley.** The firm last month opened an additional plant facility in Carnegie, Pa., for the manufacture of plastic sink and counter tops. The 45,000 square foot single-story building will augment the firm's main plant in Pittsburgh.

**Westinghouse.** Recent changes in jet engine requirements will permit the entire new Columbus, Ohio, plant of Westinghouse to be devoted to production of civilian goods when it is completed next summer. Original plans called for use of the plant for jet parts production with eventual conversion to appliance production.



**FROM HUGE PRESSES** like this one at Chicago Molded Products Corp. . . .



**USING FORGED** steel dies like this one weighing over five tons come . . .



**TELEVISION AND RADIO** cabinets, air-conditioner housings and . . .



**REFRIGERATOR** cabinets in steadily increasing numbers.



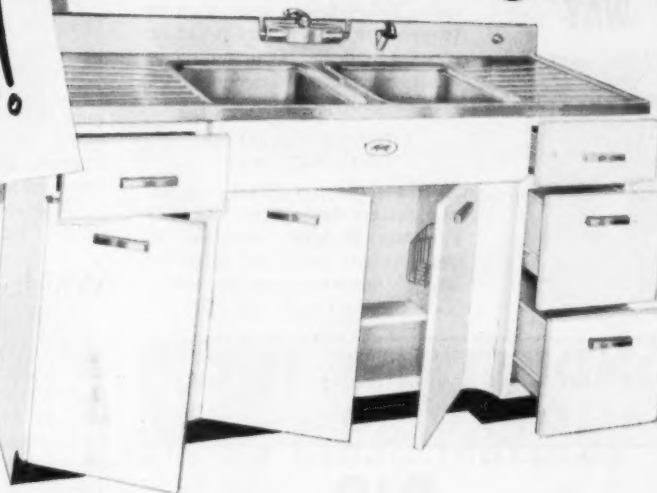
*Tracy*  
KITCHENS

# DEALER'S TACK BOARD

**SCOOPED**  
the '53 market!

new  
super-series

*Value-line*



*Tracy* **QUALITY**  
stainless steel  
**SINKS**

PRICED LIKE  
PORCELAIN

original **TRACY** *Value-line*



that rocked the kitchen industry  
like an earthquake!

GET IN  
TOUCH  
↙

Repeated  
**SELL-OUTS**  
by **BIG NAME**  
**STORES**

all over  
the country

*Tracy*  
KITCHENS

EDGEWATER STEEL CO.  
P.O. BOX 1137 • PITTSBURGH 30, PA.



## THE CEMCO WAY IS THE EASY WAY



This hydraulic operated tailgate lowers or lifts heavy appliances (1 ton lifting capacity) with ease. Takes fewer men. Can be stopped or held at any point on way up or down. Less danger of damage to appliances—or of injury to your personnel.

### APPLIANCE DEALERS LIKE THE CEMCO WAY

More and more you find progressive dealers during the CEMCO Tailgate. Readily attached to your present truck (of  $\frac{1}{2}$  ton or larger). Send for complete specifications . . . Dept. E-2.

**CEMCO INDUSTRIES, INC.,**  
**GALION, OHIO**

## DRYERETTE - the **BIG** LITTLE DRYER



**It meets that BIG "In-Between" Demand!**

Combines drying speed and ruggedness of large commercial dryers with economy and compactness of home dryers. Capacity up to 3 times that of home dryers and dries 3 times as fast. Easy to install and operate. Automatic and safety features win instant acceptance. Hundreds in successful operation. Fully guaranteed.

Sell your customers the dryer they need . . . the dryer that's designed, built and priced to sell — the Dryerette!

**HOYT**

**MANUFACTURING CORP.**  
WESTPORT, MASSACHUSETTS

MANY DESIRABLE TERRITORIES STILL OPEN. WRITE.

## Optimistic Crystal Gazing

Appliance manufacturers, taking a look at the year ahead, see good business continuing until at least the final months of '53; some fear metals shortages

Thorough-going optimism was registered in most of the year-end statements issued by leaders in the appliance field as 1952 drew to a close.

The statements indicate that most firms ended 1952 with a much more successful record than three month and six month figures last spring and summer would have indicated. Some firms even set all-time records during the year.

For the months ahead, most manufacturers see a continuation of good business with no one expressing any worries until the final quarter of the year. Even then, their predictions are only that there "may" be some slackening of business in that quarter. Material shortages, however, may hurt first quarter production.

Company by company, here's the outlook for the year.

### Whirlpool

Unit and dollar volume sales in 1952 set an all time high for the firm and Elisha Gray II, president, feels that 1953 will "be an even larger year in our industry". The firm's production and sales programs are geared for a volume of \$150 million. Effects of the steel strike will continue to be felt in the first quarter.

### General Electric

A "favorable outlook" for 1953 was predicted by president Ralph J. Cordiner during a Christmas-season press conference. Over-all, company sales in 1952 were approximately 12 per-

cent ahead of 1951. Sales in the company's appliance and electronics groups showed a marked improvement in the last half of the year and this stepped up business will continue for at least nine months of the coming year, Cordiner said. There is a possibility, he added, of a slowing up in consumer goods sales in the fourth quarter but this prospect is very uncertain he added.

The company is currently allocating about 75 percent of the goods in its consumer groups, Cordiner said. Recalling that the firm had been forced to institute production slashes in mid-1952, he added that the company had instituted comprehensive inventory procedures to avoid recurrence of such a situation.

On major appliances alone, vice-president Clarence H. Linder reported in late December that 1952 sales were up about 1.4 percent on a dollar basis and about one percent on a unit basis over 1951. Refrigerator sales, which constitute about a third of the firm's major appliance sales, are up about five percent. He said it was possible that 1953 sales would approach a level 20 percent over 1952.

### American Kitchens

Despite a general shortage of steel during the year, the American Kitchens division of Avco Mfg. Corp. was able to keep pace with its 1951 sales level during the past year. For the first half of 1953, production should hold at present levels despite steel shortages. In the final half of

### Check for Winner

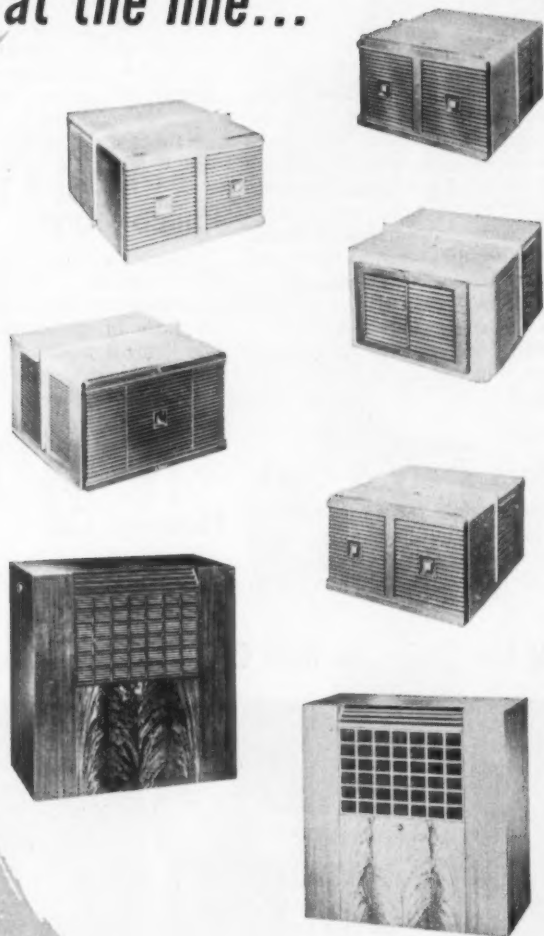


BECAUSE the distributing firm which nominated her for the title turned in the best sales record on White water heaters during 1952, Mrs. Dorothy Klemaier of Springfield, Ill., was crowned "Miss Water Hotter of 1952" recently. She was nominated by the Capitol Plumbing & Heating Supply Co. of Springfield, owned by Lee Drendel, right. Presenting the award check of \$500 is Vincent Anderson, assistant advertising and sales promotion manager for White Products Corp. The firm plans an expanded "Miss Water Hotter" program during 1953.



*You'll feel better  
because you'll sell better with these* **Smart new  
RCA Room Air Conditioners**

***Look at the line...***



***Look at these features***

**Concealed Climate Tuner**

**Directional Grille**

**"Heart-of-Cold" Compressor**

**Easily Replaceable Filter**

**Thermostat** built-in in some models, optional in others

**Six-Position Switch** on models 50, 75 Deluxe and 100

**Five-Year Warranty**

**Underwriters' Laboratories Approved**

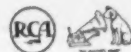
**RCA Factory Service Available**

These seven new, advanced design models are seven sales opportunities . . . seven big profit possibilities for alert dealers. Start early! Order now!

**RCA Room Air Conditioners**

**RCA VICTOR DIVISION  
RADIO CORPORATION OF AMERICA**

IN CANADA, RCA VICTOR COMPANY, LTD., MONTREAL



TM & ©

## FRIGID - the most profitable Hot Weather Beaters!

### Presents the new 1953 AIR CONDITIONERS

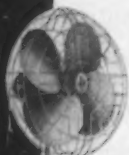
... truly the finest being sold today!



Featuring Smart, compact cabinet styling. Quiet, quality performance. Thermostatically controlled. Five Year Warranty. Available in 3 sizes . . . 1/2 H.P. . . . 3/4 H.P. . . . 1 H.P. Removable air filter — easy to clean. Adjustable louvers to direct air stream in any direction. Simple installation. . . . and unconditionally guaranteed.

**FRIGID** Room AIR CONDITIONERS will provide healthful, cooling comfort, cleanse the air, expel smoky, stale air, ventilate and circulate the air all year round. . . . The features will clinch the sale and prove it's more profitable to handle the 'FRIGID' Quality Line.

Jobbers—Prepare now to fill the big fan and air conditioner demand expected in 1953. Write for the new descriptive catalog which also includes full line of industrial fans, blowers and shutters.



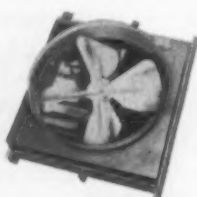
PEDESTAL FANS



HASSOCK FANS



REVERSIBLE WINDOW FANS



PACKAGE UNIT ATTIC FANS

"Buy the Best for Less!"

**CIRCULATORS & DEVICES MFG. CORP.**

128-168 THIRTY-SECOND STREET • BROOKLYN 32, N. Y.

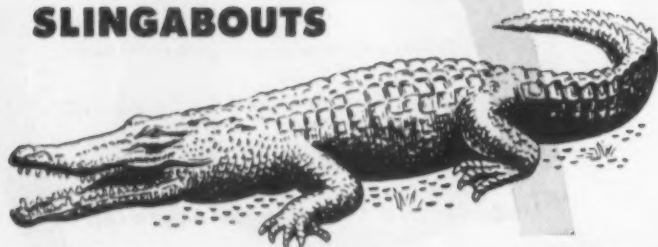


## PROTECTION

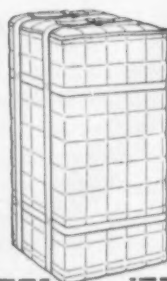
with



## SLINGABOUTS



Avoid damage in handling and transporting appliances. Use Webb Slingabouts . . . rugged canvas jackets thickly padded with cotton and lined with soft, scratch-preventing flannel. Sturdy sling ensures safe movement on and off trucks and through narrow spaces. Slingabouts slip on and off in seconds and can be used repeatedly for lower delivery costs. For all leading appliances.



SEND TODAY!

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for Model # \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Check Appliance (please specify)  
Refrigerators  
Radio  
TV  
Range  
Washer  
Other

## CRYSTAL GAZING (cont.)

the year when steel appears in free supply, the firm expects to step up its volume.

### Frigidaire

Last year was one of the biggest years in Frigidaire history and the firm expects increased business in 1953, according to Mason Roberts, GMC vice-president and general manager of the Frigidaire division. In addition to sales and dollar volume remaining at high levels during the year, 1952 also saw the company expand its floorspace by 40 percent and total employment climbed past the 20,000 mark. Roberts said that in the next 10 years the industry will sell 130 million major appliances, exclusive of radio and TV.

### Hotpoint

The company expects to increase its business by about 25 percent during 1953 and by 1960 anticipates a volume that will represent sales on a number of its appliances at six times current levels. By that date the company plans to triple its present range and refrigerator output, step up freezer output four times, expand dryer and water heater sales five times and increase dishwasher and automatic clothes washer production six-fold.

By next November the firm hopes to be in full scale production of refrigerators in its new plant in Chicago.

### Landers, Frary & Clark

In just one year the firm succeeded in making up the volume it lost when it sold its major appliance lines. Sales last year were roughly equal to

those for 1951 (\$32 million). Business in the coming year should maintain its present high level, president Bret C. Neece said and he noted that the company was currently installing high speed machinery to provide greatly accelerated output.

W. J. Cashman, director of promotion and advertising for the firm, said the company will spend more in advertising in 1953 than ever before in its history.

Company vacuum cleaner sales have increased approximately 200 percent since the introduction of its Jet 99, sales manager Lee Moss said, and the firm will step up its advertising on this product during 1953.

### Duchess

Sales in 1952 more than doubled those of 1951, sales manager Jules Alexandre said recently. The increase can be traced to a re-styling of the line and to an "aggressive merchandising and advertising program" on the new model. A good increase in the manufacture of private brand appliances was also announced. The firm's corporate name has been simplified to The Duchess Co.

### Philco Corp.

Company sales in 1952 exceeded \$350 million, a record for the firm. The company succeeded in increasing its share of the market for each of the items it produces, president William Balderston said. He forecast sale of approximately 450,000 room air conditioners in 1953 and predicted an "excellent" refrigerator market for the year.

### Hoover Co.

Good business in 1953 with the possibility of a lack of materials in

## Track for Daily to Run On



DISTRICT MANAGERS of Lewyt Corp. recently presented vice-president Walter J. Daily, left, with a silver "Track To Run On"—a phrase often used by Daily to describe a planned and coordinated program. Making the presentation to Daily were Pacific district manager J. Sayer Seely, right, who suggested the idea, and advertising and sales promotion manager Donald B. Smith. Names of district managers were engraved on base plate of trophy.



# How to sell a woman a Kitchen

...IN 10  
EASY PAGES!

More than 4,300,000 eager, interested women will see this 10-page full color kitchen-planning article in the big February COMPANION, on sale January 16th. Catch them in a buying mood. Tie in now for extra sales.

Feature the article in your windows. Keep a place-marked copy or two of the COMPANION on your counter. Refer to it. Sell from it. Profit by it.

You can't miss. Because what the COMPANION says goes for more than 4,300,000 women!



*Woman's Home* **COMPANION**  
CURRENT CIRCULATION OVER 4,300,000

# STOP STEWIN'

Organize your tools & parts with

## KARYALL



G. M. C.  
DODGE  
STUDEBAKER

FORD  
CHEVROLET  
INTERNATIONAL

"KARYALL" Model H Compartments are designed to eliminate scattered tools and parts, protect from weather and theft and are available in sizes to fit 1/2, 3/4 and 1 ton pickup trucks.

"KARYALL" Compartments actually increase cargo area and readily convert any pickup truck into a quickly inventoried service truck.

Immediate delivery.  
Write for prices today.

**KARYALL BODY, INC.** 8221 CLINTON ROAD  
CLEVELAND 9, OHIO

*Beautiful New*

## Quicfrēz\* Color Harmony Refrigerators

### Five Thrilling 1953 Models

Brand new 9, 9.6, 7.2, and two 7.4 cu. ft. models—each dashing in harmonizing color to accent the kitchen scheme. Distinctive "Color Crest" on the door. Lovely green, satin-gold, chrome and silver colors inside. Different, beautiful, plus super-features such as: full-width Freezer Chest, Quic-Chill tray, Meat Keeper, Crisper, shelves in Handi-Dor and other wonderful welcome conveniences.



Quicfrēz  
Imperial  
H96B



Write now for free literature

**Quicfrēz, Inc.** Fond du Lac, Wisconsin  
(formerly Sanitary Refrigerator Co.)

Refrigerators • Freezers • Air Conditioners • U. S. Pat. Off.

## CRYSTAL GAZING (cont.)

in the early part of the year was predicted by J. F. Hattersley last month. For the first quarter, allocations of materials are substantially below what will be required and other means will have to be found to supplement the firm's needs, Hattersley said.

## Westinghouse

During 1953 the consumer may buy such products as home appliances "at the highest rate in history", president Gwilym Price said in a year-end state-

ment. From the long-range point of view, Price said, the business outlook for the firm is "most favorable."

## Servel

The company expects its best year of civilian sales in 1953 as the result of its new household refrigerators. President W. Paul Jones said that there should be a virtually unlimited market for air conditioning during the year but cautioned that radical changes in product will be necessary for the refrigerator industry to make way against the 90 percent saturation in that market.

## Propose Merger

Directors of both Emerson Radio & Phonograph Corp. and Webster-Chicago Corp. have approved a merger of the two firms. After the merger, Webcor will be operated as a division of Emerson by Webster-Chicago's present management, augmented to some extent by that of Emerson. The merger will not affect Webcor customer relationships.

The move would be accomplished by issuance of 337,500 shares of Emerson stock for the 450,000 shares of Webster-Chicago stock now outstanding.

Glenwood is acquiring an interest in Sunray and that Sunray president George E. Mumma has been elected to the Glenwood board and Walker Leach, president of Glenwood, has been named to the Sunray board.

## Consider Name Change

Diversification of the firm's product lines and increasing volume have led company officials to recommend a change in the name of the National Pressure Cooker Co. A resolution to change the corporate name to National Presto Industries, Inc., was presented to a meeting of stockholders on January 20.

The firm has also revealed plans for the production in 1953 of a new Presto electric appliance, an automatic coffee maker. Other appliances in the firm's line, all of which showed substantial increases during the year, are a steam iron, a deep fryer and a pressure cooker.

Sales of the company and its wholly-owned subsidiaries (Lakeside Aluminum Co., Century Metalcraft Corp. and Martin Motors) totalled \$37,879,743 for the year ending September 30. This was an increase of 32 percent.

## Closer Cooperation

Plans for a closer association of the Sunray Stove Co. and the Glenwood Range Co. have been announced as part of the expansion program of the two firms. During the past two years Sunray has manufactured medium and low-priced ranges for Glenwood. Plans now call for the firm to manufacture a complete line of deluxe 40-inch gas and bungalow ranges for Glenwood for delivery early in the spring. It was also revealed that

## Patents Pay Off

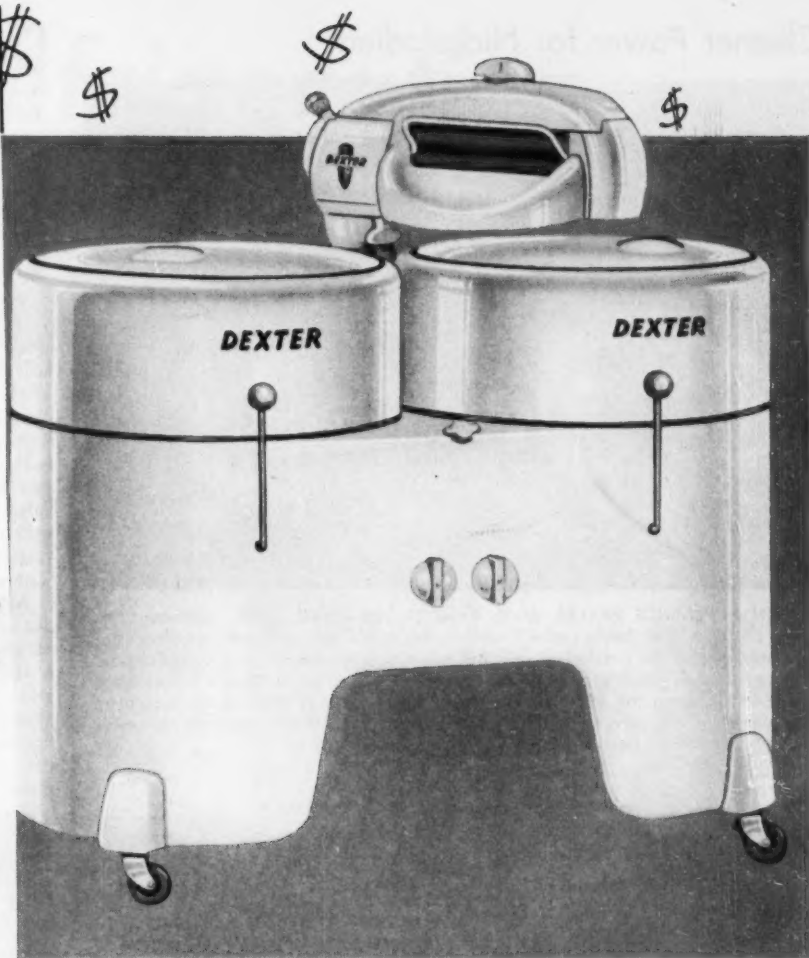


CHECKS for patent disclosures and recently issued U. S. patents were handed out to Landers, Frary & Clark engineers recently by engineering vice-president W. J. Russell, right. From left to right are Paul J. Kircher, Stanley G. Lachowicz and Harry M. Badger.



# ANNOUNCING! **DEXTER'S** Big New Profit Sharing Plan!

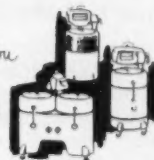
PLANNED PROMOTIONS FOR YOU  
TO MAKE EXTRA PROFITS!



## FEATURES OF DEXTER'S PROFIT SHARING PLAN

Here is the most complete sales plan ever offered in the appliance industry! Every move worked out for you! The whole plan tested for success! All you have to do is follow the plan and see 1953 Dexter sales and profits grow. Write for details now! Make more dollars with Dexter in 1953!

Complete Profit Line Gives You  
**A MODEL IN EVERY PRICE RANGE!**



Special Promotion Models  
**14 TESTED PREMIUMS**  
Real Sales Clinchers!



New!  
**USE THE USER CAMPAIGN**



**SURE-FIRE TRAFFIC ITEMS**  
to Bring Customers In!

**FREE AD MATS, WINDOW DISPLAYS,**  
Counter Displays,  
Radio Commercials



**SALESMEN'S BIG INCENTIVE PLAN**



**MAIL COUPON TODAY for FULL DETAILS**

**MAKE MORE Dollars with Dexter  
IN '53!**

**THE DEXTER COMPANY  
FAIRFIELD, IOWA**

EM253

Gentlemen:

Please rush me details of your 1953 Tested Profit-Sharing Plan for my consideration.

Name: \_\_\_\_\_

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

## Cleaner Power for Nickelodian



**WHEN APPLIANCE DEALER W. F. Karel of Dell Rapids, S. D., purchased the town's "Grand Old Opera House" recently he didn't expect to find a demonstration tool among the theater's assets. But when he discovered that a Lewyt cleaner was an efficient substitute for the worn-out bellows on the building's nickelodian, Karel began using the 100-year old player as a means of showing his customers the power of the Lewyt. In the picture above Karel shows the unit to Lewyt district manager J. Derry Pagel.**

## Changing Market

The market for automatic home laundry equipment is changing rapidly and in 1953 families with less than \$4,000 annual income will buy over one third of the industry's automatic washer output.

That's the prediction of Parker H. Ericksen, director of sales for Bendix. He feels that lower income groups will buy 36 percent of the industry's 1953 output (compared to 12.7 percent in 1948). He also feels that families in the higher income brackets are ready markets for new appliances which offer greater convenience than those now in use. That's a natural conclusion for the sales director of a firm which has just marketed a combination washer-dryer to sell at \$499.95. Demand for this new appliance is already four times planned production Ericksen said, adding that he could sell 300,000 Duomatics in the next year if he could produce them.

## Freezer Plans

Sales of the Sub-Zero Freezer Co. during 1952 were almost double those of any previous year, W. F. Baake, president and general manager of the firm said recently.

Baake also revealed that the firm is building a new plant in Madison, Wisc., which will allow the firm to more than double production from 1953.

## Manufacturer Briefs

• Sales of Trion, Inc., manufacturers of electronic air-cleaning equipment, passed the million dollar mark in 1952 for the first time in the firm's six year history. The company doubled its previous year's dollar volume on orders. The firm produces both packaged units for use with forced air heating

systems in homes and specifically-engineered units for buildings and industries.

• Sale of 25,000 NuTone chimes and transformers to the 25,000 unit Lakewood Park development in Los Angeles, have been announced by J. Ralph Corbett, president of the company. Many of the Lakewood homes will also include NuTone fans and the company's "heat-a-lite."

• A price reduction on the firm's "decorator" model kitchen clocks has been announced by Telechron as a seasonally-timed price promotion. The unit has been dropped from its old price of \$6.95 to \$4.99 with tax additional in each case.

## Tuning Lesson



**ELEVEN YEAR OLD** Jacqueline Wise, a student in Buchanan Elementary school in Washington, D. C., gets a top-level explanation on how to operate a RCA Victor set from RCA vice-president Henry G. Baker, left. RCA and Southern Wholesalers, Inc., local distributors, presented 25 sets to the District of Columbia public schools. Standing, left to right, are FCC Commissioner Rosel Hyde, superintendent of schools Hobart Corning and board of education president C. Melvin Sharpe.

## Do You Save With a Freezer

**Yes, say government experts, but you must put it to full use and form good marketing habits; cost of ownership and operation set at \$80 per year**

Figures presented by the Department of Agriculture to the 30th annual Outlook Conference in October still indicate that how you buy your food is the determining factor in the question "Will a home freezer save money on the food bill?" On the basis of a marketing and research study put out by the Production Marketing Administration last spring, a home-owned freezer can save the housewife money if it is put to full use and if wise marketing habits are formed.

Agriculture's economists presented national averages and typical situation which indicated that the home-freezer would cost about \$80 a year to own and operate. Put another way, processing and storing food costs that average family from seven cents to 13 cents per lb. Here's how the experts worked it out:

**Freezer Cost.** Of the total home freezer sales in 1951, over half were in the 12 cu. ft. size. Most popular other models are the 7 cu. ft. and 14 cu. ft. models. For this "average" sized freezer, the panel quoted a price of around \$420. This price might go up slightly, since more and more families are buying the space-saving upright model, instead of the less expensive floor models.

Working with the average freezer, then, (12 cu. ft., cost \$420), the economists went on to assume an average three-member family which would be using the freezer.

**Then Depreciation.** In analysing the cost of owning and operating a home freezer, depreciation was the first item taken into account. Bureau economists estimate that the life of such a freezer averages 12 years. At the end of this time, there would be no appreciable return in the form of trade-in value.

The question of whether the freezer would be considered a cost-of-living item or an investment was then posed. If the cost of the freezer was to be considered a living expense, it would average to about \$35 per year for the twelve years. If figured as an investment, which most families tend to do, the net depreciation could be scaled down to about \$30 per year. This figure was arrived at by assuming the family put aside a fund for replacement of the freezer, interest figured at current U. S. savings bonds rates.

Taking into consideration the amount of interest return on the total \$420, were it invested in government bonds for twelve years instead of being "invested" in a freezer, the return would be about \$168, or \$14 per year. Thus, the total cost of the freezer, considering these factors, is about \$44 per year.

**Operating Costs.** To this figure must be added the operating costs. Repair bills have been estimated at about two percent of the total cost of

the freezer, or \$8.40 per year. No mechanical risk is taken into account, because of the availability of insurance for food spoilage, and the fact that most such spoilage has been attributed to carelessness on the part of the owner family.

Big item in the operation of the freezer is the electricity costs. Dr. Earl McCracken of the Housing and Household Equipment Division presented the following figures on the operation of the freezer: (1) More than 90 percent of the energy per year is used in merely maintaining the storage temperature. Very little electricity is used for the freezing process. (2) To maintain the storage temperature of a 12-ft. unit, which would hold approximately 400 lbs. of food, and to freeze the 400 lbs. of food, about 1340 kwh per year is needed.

Cost of electricity varies greatly over the nation. Another factor which makes costs differ is the total amount used per month by the consumer. The more the family uses, the less the rate. The average cost is 6 cents per kwh for families with a low consumption rate and 2 cents per kwh for those with a high consumption rate. The panel assumed that a freezer would be one of the last appliances obtained, and therefore the consumption rate would be high in owner-families. Figuring slightly over 2 cents per kwh then, for the average 1340 kwh, total cost of freezing and storing 400 lbs. of food for one year would be about \$27.00.

Adding the three factors, \$44 for cost, \$8.40 (\$9.00) for repair, and \$27.00 for electric energy, the total cost of owning and operating a home freezer, (12 cu. ft.—\$420 original cost) comes to about \$80 a year.

**Other Factors.** The panel then went on to show that other factors must be considered in figuring the cost of the freezer. For example, if more than 400 lbs. of food are taken from the freezer in a year, which is almost certain to be so, the cost of operation per pound is reduced. The experts figure that a family of three uses somewhere between 600 and 1200 pounds of food from the freezer. These figures are not to be considered reliable since studies have not been completed in that area. On the basis of \$80 per year cost and 1200 lbs. used, the freezer costs about 7 cents per pound. For 600 pounds, the cost jumps to about 13 cents per pound. The result of all this means that to pay for itself, the freezer would need to be responsible for saving of from 7 cents to 13 cents per pound for food used from it.

Other considerations, however, may be taken into consideration to make the home ownership of a freezer unit more attractive. Among these are convenience of supply, changing of eating habits, labor saving features of frozen foods, and pleasure of ownership.



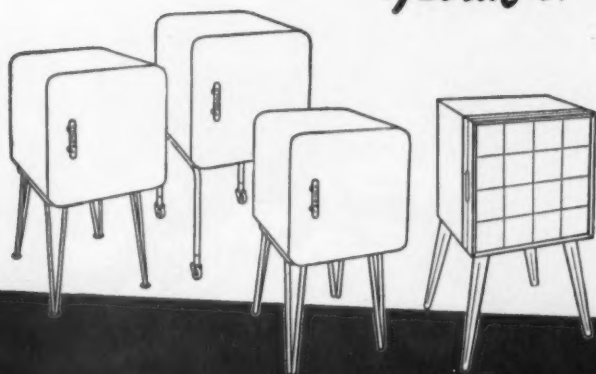
# Refrigeration.....



**ASTRAL** is the pioneer in supplemental refrigeration . . . the leader in providing people with the means to enjoy cool, refreshing food and beverages, when and where wanted.

- Now Astral gives its silent, efficient refrigerating unit the smart dress of fine cabinet work or the convenience of a portable party wagon. • Astral opens a new field for you . . . rich in prospects, rewarding in sales. Every office needs an Astral. Home entertaining is more convenient, hospitable, with an Astral in the TV room, the game room, on the patio, in the "parlor." • Full details of these attractive new models . . . of the complete Astral line that meets every need and use for supplementary refrigeration . . . from:

*Astral of Rockleigh* NORTHVALE, NEW JERSEY



**Astral**  
REFRIGERETTE

*You are always ahead with **ASTRAL** . . . in sales appeal . . . in number of uses and prospects*

IT'S VERSATILE... ATTRACTIVE  
... EFFICIENT

It's **COMMAND AIR**



**The All-Purpose  
AIR Circulator That  
Builds Volume and Profits**

Climb on the Command-Air bandwagon and watch this amazingly versatile air circulator boost your sales and profits! Moderately priced for fast turn-over... quality built to guarantee customer satisfaction, Command-Air Fans will be your BIG-DEMAND item.

Equally efficient on floor, desk or table top; can be suspended from the ceiling, hung on the wall or placed in a window as an intake or exhaust fan.

Command-Air 12 circulates an even upward flow of air all the way around, providing a balanced, cooling distribution of air\* for maximum comfort.

Large cloverleaf design blades driven by a powerful, quiet AC motor, circulate maximum volume of air. The air stream is directed outward and up to provide most efficient air flow.

Oversize Command-Air 12 blades are completely shielded. The Fan cannot be upset, won't "creep" and can be hung up or placed out of the way of small children.

**It's Versatile**

**It's Draftless**

**It's Efficient**

**It's Safe**



Modern, compact design, attractive appearance and functional styling give Command-Air Fans the eye-appeal that means buy-appeal!

Investigate the Command-Air NOW — get your stock of today's most wanted air circulator in time to take advantage of the demand that comes with the first warm weather. Write for catalog sheet and prices today.

The Commander Manufacturing Co. announces that it has acquired the Command-Air Fan from the Warren Engineering Corp., Chicago, and that it is now manufacturing and marketing the Command-Air Fan.

**Commander MFG. CO.**

4217 W. KINZIE ST. • CHICAGO 24, ILLINOIS

Manufacturers of Machine Tools for Industry

## RADIO — TELEVISION

### What's Ahead For '53

Television and radio set makers come up with a string of optimistic forecasts; see production of between six and seven million TV sets in 1953

Television set makers dusted off their crystal balls last month to come up with the traditional first-of-the-year predictions.

Encouraged by the rapid opening of new markets, the manufacturers had no trouble in producing a set of extremely optimistic forecasts. Here's the way they went, company by company:

#### General Electric

There will be over 200 stations in operation at the end of 1953, 6.5 million TV sets and 7.5 million home and portable radios will have been produced in the year, and picture tubes will have continued to grow larger. Those are the predictions of Dr. W. R. G. Baker, G-E vice-president. Expanding on these predictions, he said that TV production could come close to the 7,355,000 record set in 1950.

#### Du Mont

About 75 new stations will go on the air this year, about 50 of them in the UHF range. The industry will make and sell between six and six and a half million TV sets. About eight million picture tubes will be produced, two million as replacements. The 17-inch will be most popular, followed by the 21 inch. Those are the predictions of Dr. Allen B. Du Mont,

president of Allen B. Du Mont Laboratories, Inc.

#### Admiral

About 100 stations will go on the air this year, accounting for sales of between 750,000 and 1,250,000 sets, W. C. Johnson, sales vice-president for Admiral, thinks. The industry should produce about six million sets, the majority of which will have to be sold in existing markets, either as replacements or as second sets.

#### RCA

Between 150 and 200 new stations will go on the air this year, bringing TV to five million additional families, according to president Frank M. Folsom. On the basis of this, he predicted sale of 6,250,000 sets in the coming year. He said the greatest demand was for 21-inch sets but noted that growing demand for larger screens would lead to substantial sales of 27-inch receivers.

#### Sylvania

Abnormally low inventories at manufacturer, distributor and dealer levels, the advent of UHF and the opening of new markets could make 1953 the biggest sales year in history, president Don Mitchell said last

### Honoring the Competition



**AWARDS** to three of its major competitors in the TV set industry were made by Sylvania in December when it announced winners of its second annual set of Sylvania Television Awards. The firm honored Admiral, Philco and Westinghouse for their sponsorship of the telecasts of the political conventions. In the photo above awards chairman Deems Taylor, and Sylvania president Don Mitchell (second and third from left) give awards to NBC's Sylvester Weaver, left, and Philco vice-president James Carmine.



# MORE TUBES, MORE POWER



...than sets selling  
for \$100 more!



Joan Davis, G-E Star of "I Married Joan" on NBC-TV.

\*Includes Federal Excise Tax and one year Factory warranty on picture tube and 90 days on parts. Price subject to change without notice.

**NOW**  
**\$199<sup>95</sup>\***

SEW up the big 17-inch TV market for your store with this sensational new G-E model. *Actually gives your customers more tubes, more power—in fact, it actually outperforms many 17-inch sets retailing for up to \$100 more!* Here's the biggest sales-clincher in its market—here's extra value no other 17-inch TV offers. Call your G-E TV distributor today.

General Electric Co., Receiver Dept., Syracuse, N. Y.

*You can put your confidence in—*

**GENERAL  ELECTRIC**

## GLUTTONS for PUNISHMENT

**CORNISH**

**Cords and Cord Sets**

RUBBER...  
PLASTIC...  
NEOPRENE...



### CORD SETS

for every possible need. Widely used as standard by foremost manufacturers.

For particularly exacting uses, specify COROPRENE, the neoprene jacketed cord.

### FLEXIBLE CORDS

On smart metal spools, in convenient lengths for brisk and profitable footage business



**CORNISH WIRE COMPANY, INC.**  
50 Church Street, New York 7, N. Y.

## WHAT'S AHEAD (cont.)

month. Last year the company's own TV sales set an all-time record, he added. Picture tube sales were strong in the last four months of 1952 and should follow an upward trend in 1953, Mitchell said.

### Emerson

A continuation in the "upward trend in television receiver sales for 1953 and for several years beyond" was forecast by Benjamin Abrams, Emerson president, in a year-end statement.

Abrams said that in 1953 and "for several years to come" the opening of new markets will be the basic factor in TV sales increases. But by 1958 the replacement market will have become the mainstay for new set sales with annual replacements at the eight million level at that time.

### Penetrating TV

Sales of second and third sets and of replacement sets present a potential volume of \$1.5 billion in 1953, Dan D. Halpin, general sales manager of the receiver division of Allen B. Du Mont Laboratories, Inc., said last month.

Speaking at the New York showing of five additions to the current Du Mont line, Halpin pointed out that four million sets now in use are over three years old and that many of these have screens smaller than 12-inches. Each owner of such set represents a prospect for either another set or a replacement, Halpin said. Contending that "saturation" figures do not take into account the "sensitivity and ambition of Americans to have the most modern and best of everything in their homes,"

## Westinghouse

A prediction that TV set sales in 1953 might exceed all previous records was voiced by Westinghouse's F. M. Sloan at year-end. He predicted that between 6,500,000 and 7,000,000 sets would be sold in 1953 and said that new markets would be only partially responsible for this volume, with obsolescence and second-set purchasers becoming strong factors.

### Majestic

New markets will allow a normal distribution pattern to exert itself in the television industry, board chairman Leonard Ashbach said last month. The opening of new markets will tend to stabilize production since manufacturers will not be forced to depend on a limited number of markets to absorb their output. TV production will be increased 25 percent in 1953 he said.

Halpin said that "there is no such thing as saturation." He suggested instead use of the term "penetration."

### TV Book Reprinted

A revised copy of the "best-selling" Better Business Bureau booklet on purchasing a television set has been issued by the Assn. of Better Business Bureaus and RTMA.

The booklet, originally produced by the New York City BBB, has had a distribution of over a million copies since it was introduced two years ago; 400,000 copies have been distributed since May.

The revised booklet contains a new section on UHF stations. Prospects are urged to ask dealers about provisions for reception of UHF, telecasts when available.

## California Carload for New York



**SHIPPING PAPERS** on the first complete carload of Douglas "chairside-control" TV sets for Liberty Music Shops in New York are checked by William Mitchell, left, national sales manager for the Douglas division of Gough Industries, Los Angeles, and S. T. Bell, vice-president and merchandising manager for Gough. Production of these units, which are manufactured by D. J. Boesch Co., will be expanded this year and distribution throughout the United States stepped up.

## Get what you WANT

in **MODERN Water Softeners**

Complete Line  
Top Performance  
Profits

It's MODERN today—for softeners that SELL! Because MODERN gives you... a complete line, finest quality materials and construction, exclusive features, dependable performance, profitable prices. Check MODERN—and see!

- Complete line—automatic electric, single control, brine tank, and dry salt models.
- Domestic sizes from 30,000 to 100,000 grains capacity. Commercial sizes to 1,000,000 grains.
- Triple-duty minerals—to soften, remove iron, filter out sediment.
- Extra heavy gauge steel tanks, electrically welded and hot dip galvanized inside and out.
- Attractive, clean-lined designs—hand-somely finished in white baked enamel.
- Liberal 10-year written warranty.
- Every unit priced for profits.



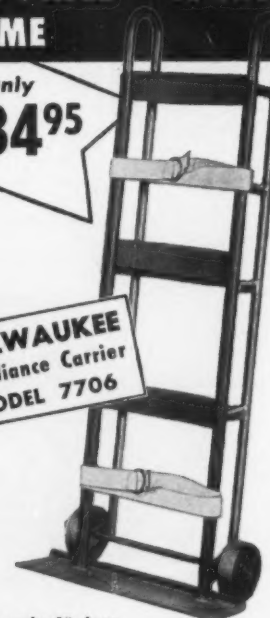
Also a complete line of automatic electric water heaters

**MODERN WATER EQUIPMENT CO.**  
Dept. EM, West Chicago, Illinois  
WATER SOFTENERS • FILTERS • WATER HEATERS

**The Design is NEW  
the PRICE is the  
SAME**

Only  
**\$34.95**

**MILWAUKEE  
Appliance Carrier  
MODEL 7706**

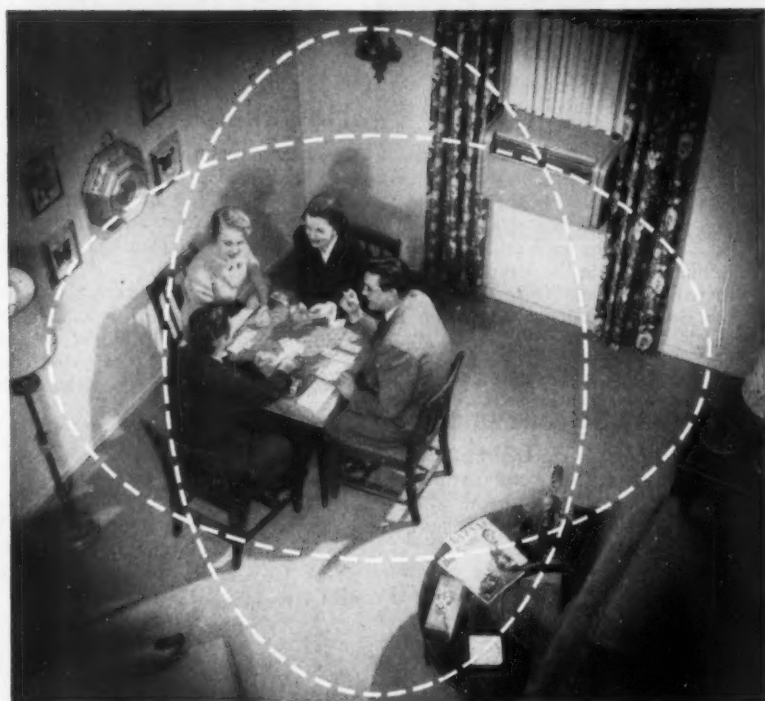


Slim, only 6" deep, for tight corners, plus extra height for easy breakover and load control. Sled type, box-braced tubular steel frame. Round sliding edges for easier movement up and down stairs, in and out of trucks. Two wide belts and 5" x 23" nose plate. Solid rubber wheels. Load capacity 750 lbs. All this, only \$34.95 f.o.b. Milwaukee. Ask your supplier.

**MILWAUKEE  
Truck and Caster Corp.**  
6518 W. RIVER PARKWAY, MILWAUKEE 13, WIS.

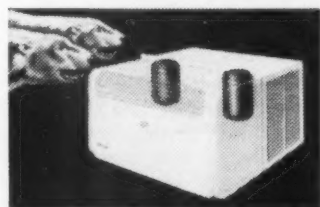


# EXCLUSIVE "GREAT CIRCLE COOLING" TO REVOLUTIONIZE AIR CONDITIONER SALES



Exclusive "Great Circle Cooling" packs a sales-winning punch that's hard to beat . . . that gives Frigidaire dealers the inside track for the air conditioning boom that lies just ahead. Here is how this exclusive up-and-around circulation will be dramatized for your customers . . . will show them how Frigidaire provides cooling, dehumidifying, filtering, circulation, ventilation, and stale air removal the right way, the healthy way, the one and only FRIGIDAIRE way!

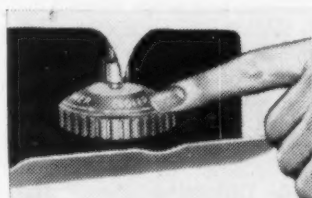
## NEW AND EXCLUSIVE SALES ADVANTAGES



**Twin Meter-Miser** units, in larger models, offer Exclusive Selective Cooling. This important Frigidaire feature brings new flexibility and real economy to Room Air Conditioners. Only one Meter-Miser operates on moderate days, performing all air conditioning functions, including continuous dehumidification, at reduced operating cost. Both units go into action to double cooling power on real "scorchers."

**Full-width Filter** and Reserve Capacity Cooling Coil. Every Frigidaire Room Air Conditioner has a full-height

filter that covers entire front of the unit to really take out dirt, dust and pollen. Extra large cooling coil has ample cooling and dehumidifying surface.



**Automatic Selective Cooling.** Optional on "Twin" models, allows you to "trade up" the customer who wants the finest in air conditioning at its care-free best. Set it . . . forget it! Thermostatic control cuts out one Meter-Miser on mild days to provide complete conditioning at lowest possible operating cost. When temperatures soar, second Meter-Miser automatically doubles cooling power.

 **Frigidaire**  
Room Air Conditioners

Frigidaire Division of General Motors, Dayton 1, Ohio

## Frigidaire's New Selling Theme Dramatizes Up-And-Around Circulation On All Room Air Conditioner Models

Frigidaire sets a new standard of perfect room air conditioner performance . . . and tells the world about it . . . to surge even farther to the front in the zooming, profit-loaded market for this exciting product.

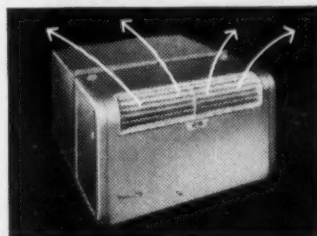
Here comes "Great Circle Cooling" to tell a powerful, dynamic story about Frigidaire's advanced method air flow and what it means in terms of true, complete summer comfort for homes, offices, hotels and motels across the nation. The hard-hitting selling and advertising theme promises the consumer exactly what he is looking for, and—teamed up with a product that can deliver that promise—offers the greatest profit opportunity in room air conditioning history.

Frigidaire's scientific air distribution assures true "complete room" comfort. No warm, moist "pockets," no layers of static air.

In magazines and newspapers, over radio and TV, Frigidaire advertising will be spelling out this message of "Great Circle Cooling" for your customers . . . simply, clearly, yet with tremendous dramatic impact.

It's the biggest reason of all why Frigidaire Room Air Conditioners are the line for leadership in '53 . . . why the Frigidaire franchise will again be the most valuable, coast-to-coast, in the entire industry.

**UP** and out above head level goes the crisp, cool, dry air from the exclusive Frigidaire Quadra-Flo air distributor.

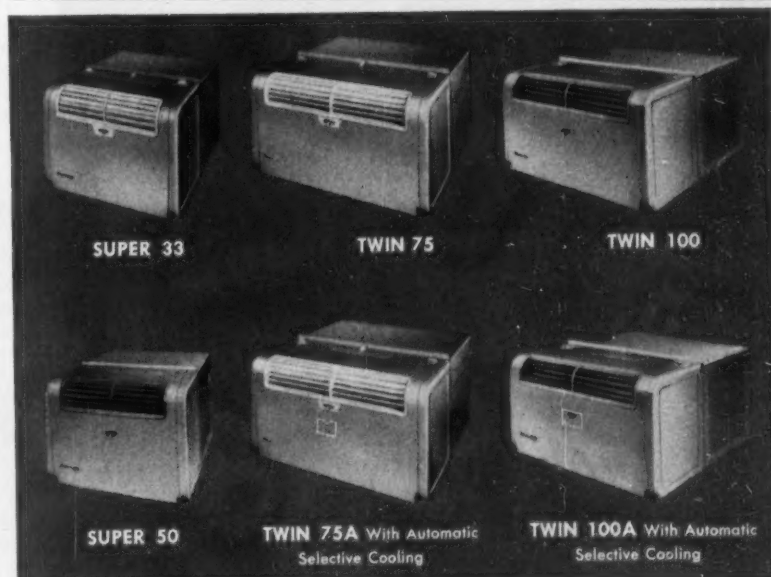


**And Around** to circulate into every nook and cranny, to blanket the entire room, every corner, with cool, dry air.

**To Surround** and gently enfold every person with refreshing, stimulating, constant, head-to-toe healthful comfort.



## NEW LOW PRICE SUPER 33 SPEARHEADS MOST COMPLETE AND COMPETITIVE LINE EVER OFFERED BY FRIGIDAIRE



Here's the all-star line-up that's made to order for homes, apartments, offices, small stores, hotels, motels, hospitals, etc. All-steel, style-winning cabinets, full-width cooling coil and condenser, special stale air exhaust,

whisper quiet blower-type fan, easy installation without ducts or plumbing, famous Meter-Miser compressors with 5-Year Warranty. Each is priced to sell and sell fast for continued leadership in your market area!

**Another  
ALL NEW  
center of attraction...**

**...in the respected SIGNAL line**

**SIGNAL DELUXE REVERSIBLE WINDOW FAN**

**SIGNAL ELECTRIC MFG. CO., MENOMINEE, MICHIGAN**

## PARTS & SERVICE

### Tube Shortage Looms

A serious shortage of picture tubes despite all out production by tube makers is envisioned for 1953 by L. S. Thees, general sales manager of RCA Victor's tube department.

The industry's existing production facilities will not be adequate to satisfy increased demands for kinescopes from the television receiver manufacturers and from the renewal market, Thees said. Set makers will need 6.25 million tubes in 1953 and the renewal demand will amount to 3.75 million, he said. The situation will be even more serious unless the industry is able to utilize a full-production load on a 12 months basis rather than curtailing output in the summer. He predicted that over 70 percent of new sets would use tubes over 19 inches in size.

### Supporting Service

A program inaugurated last year by General Electric's tube department to acquaint the public with the work of television service dealers will be continued in 1953.

G. A. Bradford, manager of advertising and sales promotion for the department, said that a new series of ads in *Look* will continue to explain the contributions which the TV service dealer is making in the maintenance of the TV entertainment media. Last year's ads drew highly favorable response from spokesmen for service men and a quarter of a million reprints were requested by dealers for display purposes.

### Qualifying Buyers

In an effort to stop wholesale purchases by "unqualified persons," the Television Contractors Assn. of Philadelphia has urged the establishment of an independent group which could register and classify contractors, dealers, service businessmen and other legitimate concerns who are eligible to buy at wholesale prices.

The plan was proposed in a letter by president Albert M. Haas to the Keystone chapter of the National Electronic Distributors Assn. Haas pointed out that the ability of retail purchasers to buy individual parts, material and equipment at wholesale prices had hurt legitimate service firms and independent contractors.

### BBB on TV Service

The New York City Better Business Bureau has recommended that no prices be mentioned in advertising TV service, that free estimate offers not be used in such ads, and that any guarantee mentioned in the ad be specific as to duration and terms.

The BBB says that an increasing number of complaints led it to formulate these recommendations. Offers of service at "\$1 per call plus parts"

were questioned by the BBB since "industry representatives doubted whether profit margin on parts alone would be sufficient for an honest repairman to guarantee his work properly and stay in business." Difficulties of making "free estimates" on a set which had to be worked on in the shop rather than in the home led the BBB to question these claims.

### Hawaiian Program

A comprehensive TV merchandising and service program in the Hawaiian islands has been launched by Zenith Radio Corp. and its local distributor, the Von Hamm-Young Co., Ltd.

The promotional program includes a complete series of merchandising aids plus a full schedule of factory-placed ads. Highlight of the service program will be a service school and clinic.

### Pilot TV Course

A pilot course in training radio-TV technicians has been set up in New York City under the sponsorship of RTMA.

The vocational training program has as its immediate aim the upgrading of TV service technicians through existing vocational and trade schools. This will be done through development of manuals and teaching aids for such schools.

The experimental course has been set up in the New York Trade School and will require an industry subsidy of about \$80,000 during the first year. After that the program is expected to be self-supporting. RTMA will recommend the selection of a chief instructor and one assistant, the duties of both of these men to be primarily the development of instructional material and data for dissemination to other vocational schools.

### Seeing Red

A Sacramento, Calif., TV dealer has worked out a novel trouble shooting gimmick—his repairmen are always on a "red" hunt.

The California city has more than its share of TV trouble. It has no television stations—the nearest stations are in San Francisco, some 90 mi away. So the reception is spotty. Also, during winter and spring months the city gets strong winds which inflict havoc on the tall towers.

The Coast Radio Co., headed by B. I. Levitt, paints the tops of the TV antenna masts for the sets it sells bright red, so they are easily spotted.

Levitt, other officials and repairmen always are on the lookout for the red top antennas and when they see one which looks like it might be in trouble, they stop at the home and make arrangements to have it fixed. The red tops also aid in finding homes where trouble has been reported.



## New Positions



FRANK A. MITCHELL



LEWIS D. EASTMEAD



GORDON J. MALONE

Appointment of three executives has been announced. Frank A. Mitchell was named general appliance sales manager; Lewis D. Eastmead, manager of household refrigerator sales, and Gordon J. Malone, manager of home freezer sales. Mitchell comes to the company from Fedders-Quigan Co., where he was sales manager of the refrigeration appliance division. Eastmead and Malone have both served with Servel for many years.

Other recent appointments include Donald R. Meckstroth who becomes manager of sales operations, while Robert B. Robinson succeeds him as director of marketing services. Bert Cole has been named district manager for Servel's eastern region with headquarters in New York City, while William K. Grube takes over a like post as manager of the midwestern region.

### Lindemann & Hoverson Co.

J. A. Plano has been named general manager of sales for the company. Plano was previously district manager in the Pacific northwest, and field sales manager in Milwaukee.

### General Electric Co.



CLARENCE H. LINDER



CHARLES K. RIEGER



LOUIS H. MILLER

In furtherance of the company's plans for decentralization it has been announced that Clarence H. Linder, general manager of the major appliance division in Louisville, and Charles K. Rieger, general manager of the small appliance division in Bridgeport, have been named vice presidents by the board of directors.

Major changes in top-echelon home office assignments and a complete regrouping of the nationwide field organization were announced by the company's major appliance division. Five regional headquarters, eastern at New York City, southeastern at Atlanta, central at Chicago, southwestern at Dallas, and western at San Francisco have been set up, along with 26 district offices. They will replace the present nine district and eight local offices.

Top changes for Louisville based personnel include: Louis H. Miller, from manager of marketing to manager of distribution research; John F. McBride, from manager of sales planning to manager of marketing; Paul M. Augenstein, from manager of marketing for electric sinks and cabinets to division manager of sales planning; James H. Goss, from division manager of manufacturing to general manager of the home laundry equipment department.

Appointed as regional managers were the following: eastern region, W. H. Bon-Durant; southeastern region, A. Glenn Chaffer, central region, Joseph S. Strecker; southwestern region, Harlan C. Davis; western region, Harry P. Gough.



JOHN F. MCBRIDE



PAUL M. AUGENSTEIN



JAMES H. GOSS

Other announced Louisville appointments include: Lloyd G. Hertzler, from manager of marketing for home laundry equipment to manager of distributor sales activities. James J. Slattery, from vice president and general sales manager of General Electric Appliances Co., Louisville, to manager of marketing for household refrigerators, succeeding Chaffer. E. M. Haines, from manager of marketing for General Electric's Locke Department to manager of marketing for home laundry equipment, succeeding Hertzler.

Named as manager of the new district offices are the following: Boston, A. E. Andres; Hartford, J. E. Stormont; Buffalo, Lee D. Nutter; Philadelphia, J. F. Pieper; Allentown, T. R. MacDougall; Pittsburgh, R. A. Sweeney; Atlanta, W. R. Hull; Washington, Ralph J. Mowry; Raleigh, J. Murray Walker; Nashville, C. E. Mighell; St. Paul, J. T. Davis; Detroit, Edward L. Stehle; Indianapolis, Dorian B. Hull; Cleveland, Robert B. Beale, Jr.; Dallas, R. V. MacDonald; Denver, L. B. Bundy; San Francisco, H. Gordon Smith; Seattle, Robert T. Skeer; Los Angeles, Charles M. Rowland; Salt Lake City, Fred K. Hagar. Managers of the six remaining district offices will be announced at a later date.

Harold J. McCormick has been appointed New York district sales manager for General Electric's receiver department, in which capacity he will have responsibility for radio and TV receiver sales in metropolitan New York and New Jersey.



HAROLD P. BULL



TERRENCE D. KENNEDY



ANN LOUISE OLSON

Harold P. Bull has been appointed national sales manager of Bendix Home Appliances Division of Avco. Named to succeed Bull was Terrence D. Kennedy who takes over as sales manager of the laundry equipment division. Bull joined Bendix in 1945 from the Public Service Co. of New Hampshire where he held the position of domestic sales manager. Kennedy came to Bendix a few weeks ago from Hobart Mfg. Co., where he had been sales manager for the dishwasher division since 1949. Ann Louise Olson, has been named national home service director, in which position she will also serve as director of the Bendix Home Institute. Miss Olson's previous association was with General Mills, and prior to that she had been associated with both Kelvinator and Lever Brothers.

### Murray Corp. of America

C. J. Filson has been appointed national builder sales manager of Murray's home appliance division. Prior to joining Murray, Filson was associated with the Duge Distributing Co.

## New Positions



SCOTT CAMPBELL

Announcement has been made of the appointment of Scott Campbell as vice-president and general manager, and Frank B. Knight as vice president in charge of production for the company's Clark Division.

### National Pressure Cooker Co.



WILLIAM LANSBURG

William Lansburg has been appointed manager of advertising, sales promotion and publicity for the company. Formerly vice-president of the Raycraft Co., of Oakland, Cal., Lansburg has had wide experience in the merchandising and distribution of housewares.

In an additional executive appointment Samuel H. Fein has been named director of special account sales, a newly created position within the company. Fein has served the company for the past five years in several executive sales capacities.

### American Kitchens Div., Avco Manufacturing Corp.

Malcolm Mitchell has been promoted to the position of national sales training director for the division. Mitchell's previous position was that of Dallas district sales manager for American Kitchens.

### Capehart-Farnsworth Corp.

William H. Boedeker, Jr., has been named assistant to Louis J. Collins, director of sales of Capehart-Farnsworth. Boedeker was employee services manager for the company prior to his promotion.

### Hallicrafters Co.



RICHARD A. GRAVER

Richard A. Graver has been appointed vice-president and director of marketing for the Hallicrafters Company, according to a recent announcement. Graver was previously vice-president, and general manager of the Capehart-Farnsworth Corp. of Ft. Wayne, Ind., and has held the post of vice-president in charge of the electronics division of Admiral Corp., and dis-



M. ROBERT WILSON

trict sales manager for Radio Corporation of America in Chicago.

In an additional executive appointment, M. Robert Wilson was named vice president in charge of sales. Prior to joining Hallicrafters, Wilson was general manager for the Thor Corporation, and before that had been associated with both Ekco Products Corp., and the General Electric Co.

### Dayton Pump and Mfg. Co.

Three appointments on the executive level have been announced. Louis Wozar has been named vice president and general manager, while Charles H. Stowe has been promoted to treasurer. Robert D. Weaver completes the appointments in the post of comptroller.

### Allen B. Dumont, Labs, Inc.

Edward Berman has been appointed manager of product information for the television receiver division. Berman comes to Du Mont with more than twenty years experience in various phases of promotional and sales training.

### Zenith Radio Corp.



ERIK ISGRIG

Erik Isgrig has joined Zenith as director of advertising. Immediately prior to joining Zenith, Isgrig was an account executive with Earle Ludgin and Co. of Chicago, and prior to that had served with Sorensen and Co.

### O. A. Sutton Corp.

Russell E. Bogardus has been named to a newly created position within the company, that of field sales and service engineer. In his new position Bogardus will work in future directly with Vornado distributors giving on the spot instruction in field servicing methods and techniques to be used with the company's products.

Named at the same time as Bogardus is Ray Thompson who has been promoted to the post of national service manager. In this capacity Thompson will be responsible for the coordination of service facilities within the company's Vornado division.

### Quickfrez, Inc.



HARRY RYAN

Harry Ryan has been named vice president of the company at a recent meeting of the board of directors. Ryan has been in turn, sales manager for the company's domestic division, and general sales manager.



R. M. MARBERRY

R. M. Marberry has been promoted to the post of national sales manager of the division. Marberry had previously been merchandising manager of the division, and prior to that advertising manager of the parent Timken-Detroit Axle Co.

### Armstrong Products Corp.



L. O. REESE

Announcement has been made of the election of L. O. Reese as president and general manager of the company succeeding the late Hubert K. Dalton. The directors of the company have also named R. F. Knight to the post of vice president and treasurer, and H. D. Peck as vice president and works manager.

### Admiral Corp.

A series of appointments have been announced reflecting Admiral's increased expansion in the appliance field. William B. Doyle has been named sales manager of the new home freezer division, while William P. Mackle becomes sales manager for the range division.

Other appointments include J. J. Ptacin, sales promotion manager of the appliance division and John B. Ottman, sales promotion manager of the radio-television division.

### Radio Corp. of America

Election of Emanuel Sacks as vice president and general manager of R. C. A.'s record department has been announced. In addition to his new responsibilities Sacks will continue to function as staff vice president of R. C. A.



## Priced to Sell

in today's  
tough market  
**SON-CHIEF**  
Traffic Appliances

Toasters  
Fans  
Hot Plates  
Combination Sandwich Grill  
and Waffle Irons  
Automatic Irons  
Heating Pads  
Heaters

**SON-CHIEF ELECTRICS**  
Inc.

WINSTED, CONN.

Over 30 Years of Appliance Manufacturing

## NEW POSITIONS

Sylvania Electric Products, Inc.



ARTHUR L. CHAPMAN

Announcement has been made of the naming of Arthur L. Chapman to the newly created post of vice president in charge of electronics operations. Chapman will be responsible for the executive direction of five of Sylvania's eight manufacturing divisions. The five divisions have a total of twenty-two manufacturing plants and seven product development laboratories in nine states.

Raymond K. McClintock has been named to fill the newly created post of manager of new product promotion. McClintock will be responsible for fostering the promotion and sale of new products and for exploratory work leading to the consideration of new products. He will headquarters at the company's executive offices in New York City.

U. S. Air Conditioning Corp.



DAVID E. FEINBERG

David E. Feinberg has been named general manager of the corporation, to succeed his father, A. A. Feinberg who died on October 7. Feinberg a vice president of the company has also served in various executive capacities including that of sales manager for the refrigeration division.

**Pfaff Sewing Machine Div.,**  
**A. C. Weber Company**

Lucille Vehrs has been named to head the home economics department of the Pfaff Sewing Machine division. Mrs. Vehrs will travel extensively among the 24 western states covered by A. C. Weber, with her base of operations at the company's offices in Chicago.



## FLOOD LIGHT

YOUR SPRING SALES  
WITH THE NEW, PORTABLE

# Handy-Lite

LAWN LIGHT WHERE  
YOU WANT IT

The Spot of a Hundred Uses!

Simply set it in the ground at any angle . . . anywhere. Directs the light just where you want it. Wonderful for croquet . . . lawn tennis . . . barbecue . . . bridge table . . . snack table . . . lawn trimming . . . mowing . . . emergency car repairs . . . dozens of others.

**A TREMENDOUS SELLER**  
Folks are wild about Handy-Lite! Buy 2 or more . . . to supplement flood-lights. Every home a prospect. Sells itself on sight!

**\$495**

DISTRIBUTOR AND DEALER INQUIRIES INVITED

A PRODUCT OF  
**ROBERTS MANUFACTURING COMPANY**  
DEPT. 6  
CLEBURNE, TEXAS



## Solves the Problem of Mailing List Maintenance!

Probably no other organization is as well equipped as McGraw-Hill to solve the complicated problem of list maintenance during this period of unparalleled change in industrial personnel.

McGraw-Hill Mailing Lists cover most major industries. They are compiled from exclusive sources, and are based on hundreds of thousands of mail questionnaires and the reports of a nation-wide field staff. All names are guaranteed accurate within 2%.

When planning your direct mail advertising and sales promotion, consider this unique and economical service in relation to your product. Details on request.

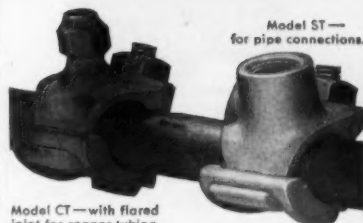


**McGraw-Hill Publishing Co., Inc.**  
DIRECT MAIL DIVISION  
330 West 42nd St., New York, 18, N. Y.

## Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS,  
REFRIGERATORS,  
AND OTHERS



Model CT—with flared joint for copper tubing.

Model ST—for pipe connections.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

**M. B. SKINNER CO.**  
SOUTH BEND, 21, IND., U. S. A.

## FREE!



**New Haven Quilt & Pad Co.**  
**1953 Catalogue**

A completely illustrated and fully described catalogue. All famous DREADNAUGHT products that will help you to protect your deliveries from damages; reduce delivery costs; make deliveries easier. This catalogue includes padded appliance covers, furniture pads and covers, movers and warehouse accessories. Write for your FREE copy today.

**NEW HAVEN QUILT & PAD CO., INC.**

80-86 Franklin St., New Haven, Conn.

# ARMSTRONG GAS LOGS

They're CERAMIC



AGA Approved  
For any gas

Here's as pretty a set of fireplace logs as you'll find anywhere, and you know that good appearance plays an important part in the sale of logs today.

Armstrong engineers have designed these logs to resemble rough oak—solidly made to stand any heat. Base is heavy bar steel, finished in rich black. Cast iron burner and solid brass valve. 17" high, 11" deep.

L-20	21" wide	20,000 B.T.U.
L-24	24" wide	24,000 B.T.U.
L-30	27" wide	30,000 B.T.U.

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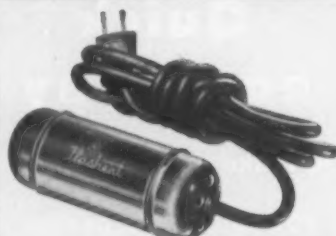
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## DISTRIBUTOR NEWS

### Sale in Pittsburgh



**SIGNING OF** sales agreement between Edward J. Kelsky and a group of eastern investors confirms report of pending sale of Pittsburgh distributor, Keps Electric Company. Kelsky, above left, owner and founder of the company, is shown as he signs agreement, while Joseph Elias, new head of the firm, and W. F. Rockwell, right, heading the investment group, look on.

### Pioneer Appliance Co.

In celebration of 100 years of activity on the west coast, Pioneer Appliance Company has recently issued a booklet outlining past history, and future plans of the firm. Originally founded in San Francisco in the year 1852 by P. B. Clark as a wholesale stove and hardware business, the firm's growth has paralleled the growth of the northern California market. Passing from its first owner, the firm name was changed to Locke and Montague, and in 1944 total interest in the domestic range and heater portion of the firm was purchased by George and Henry Hornstein, who in keeping with the background of the company renamed the firm Pioneer Appliance Co. Pioneer's warehouse facilities now include 100,000 square feet of space, with additional buildings rapidly approaching completion which according to the company, will represent the finest warehousing facilities of any distributor on the west coast.

### General Electric Supply Co.

General Electric Supply Co. has announced the formation of a new district at Sacramento, California. Sacramento operations were formerly a part of the San Francisco district. E. M. Ames will head the new operation in the post of district manager while L. S. Oppenheim takes over the position of sales manager for appliances and electronic devices.

### Peerless Sales Co.

Clyde McPherson has been appointed manager of the appliance division of Peerless Sales Co., Little Rock, Ark. McPherson will supervise

state distribution of the company's lines of television, radio, freezers, and air conditioning units.

### Peirce Phelps, Inc.

John H. Roland has joined the firm as sales promotion manager, in which post he will aid dealers with merchandising and promotional plans. Roland comes to Peirce Phelps after serving as sales manager for Philadelphia distributor, Judson C. Burns, Inc.

### Ohio Appliances, Inc.

Boyd K. Pond, formerly with Crosley Distributing Corporation in Columbus has been named executive assistant to Edward L. Foster, general manager for Ohio Appliances, Inc., Cincinnati.

### Westinghouse Supply Co.

New appointments recently announced include that of Roland L. Hand who has been named consumer products sales manager for the central New York district. He will make his headquarters at the Rochester office. Hand was formerly district sales manager for the company's radio-television sales in the same area, a post which has been taken by Kenneth L. Ross, former district field sales supervisor for major appliances.

Burt F. Moody has been named district manager for New England, with headquarters in the Boston offices of the company. Prior to his new appointment, Moody had been New England district sales manager for consumer products. This latter position has been filled by J. E. Sheasgreen.



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## MERCHANDISING PRIMER

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Now, an up-to-the-minute book, using fast, clear-reading, pictorial primer treatment to give you the true outline and scope of merchandising and its effective methods. Provides checklists of every factor that influences sales, showing how to plan merchandising to suit your product regardless of the size or type of your business. Contains money- and time-saving facts and ideas about every phase of the merchandising operation—packaging, display, purchasing, inventory, pricing. By Bud Wilson, President of Twinning Sales Corporation. 216 pages, illustrated, \$3.95

## HOW TO RUN A SMALL BUSINESS

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## DISTRIBUTOR NEWS

### Joseph B. Smith Co.

W. J. McAdam has been promoted to the position of divisional sales manager for Joseph B. Smith Co., Toledo. McAdam will be assisted by Robert J. Smith and Reed Baker.

### Arthur Fulmer of Indiana, Inc.

J. K. Bradley has been named manager of this Indianapolis distributor of Du Mont television receivers. Bradley comes to the firm after service with Allen B. Du Mont Laboratories, Inc., where he held posts in various managerial capacities during the past six years.

### Bendix Home Appliance Sales Corp.

James A. Egan has been appointed sales manager of the Bendix Home Appliances Sales Corporation in Chicago. The new sales manager started with the Chicago concern in 1948, as dryer sales manager, and in addition had been associated earlier with Bendix Home Appliances, South Bend, in advertising and sales promotional work.

### Major Appliances, Inc.

Formation of a new distributing company for General Electric major appliances in the Milwaukee, Madison and Green Bay, Wisconsin, area has been announced. The new company will be known as Major Appliances, Inc., and has acquired the franchise of the E. H. Schaefer Corporation. Edward C. Zabors, formerly a vice-president of the Schaefer organization, now in process of dissolution, is president and general manager of the new concern. Other officers are Robert C. Daly who takes over as vice president and general sales manager, and Carl Fuhr, secretary-treasurer and operating manager.

### R. D. Schwalb Co.

Further expansion of the company in the northern California territory has been announced with the opening of an office and warehouse in Fresno. The new building affords the company an additional 10,000 square feet of display and office space. Ben Sinschmeimer is office and credit manager for the new branch, while William Foster, becomes sales representative in the Fresno territory.

### Frame, Inc.

Frame, Incorporated, of Miami, Florida, has announced its formation and entry into the wholesale distribution field. Officers of the new company are: Herbert Frame, president, who also heads one of the largest air conditioning schools in the South; and Jack Geartner, vice president, who comes to his new post after serving as sales manager of Emerson, New Jersey. Completing the roster of officers of the new firm is Larry Coolidge, secretary.

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Two standard sizes

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Laund-R-vent Unit	2.80	3.25
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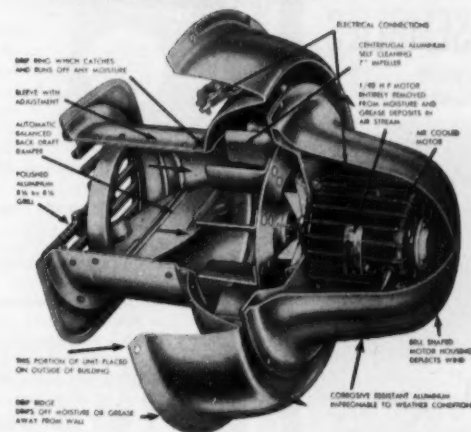
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Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;

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Yes, the Kitchen-Aire is different. It is electrically operated, can be installed anywhere in new or old houses, keeps kitchens cool and odorless, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved. Advertised in Better Homes and Gardens. A fast seller: Inquire today!

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## ASSOCIATIONS

### Plan Range Campaign

Last year Edison Electric Institute's dealer coordination committee set up a coordinated campaign calendar suggesting specific months in which various appliances should be promoted in order to achieve maximum sales throughout the industry.

Last month utility executives and electric range manufacturers were furnished details of the first coordinated product campaign to grow out of that calendar—an April-May promotion on electric ranges. It will be sponsored jointly by the residential section of EEI and the electric range section of NEMA.

The range promotion is an outgrowth of the enthusiastic reception which the coordinated campaign calendar received last year (EM, July, 1952, page 144). A follow up survey indicated that the promotional campaigns of a large number of utilities fell within the months suggested by the calendar. Eighty-one percent of the 73 power companies replying to the survey said that they had scheduled range promotions for May with only a slightly smaller percentage planning to promote in April. As a result of these findings, the NEMA and EEI groups voted to stage this spring's range promotion which will be built around the theme "Women Who Know—Cook Electrically."

Many range manufacturers are expected to give added support to the spring campaign with their local distributors and dealers through local advertising. In addition, manufacturers will also make promotional materials available for use in conjunction with utility campaigns.

### NATESA Convention

A redistricting of the country and the addition of one new district due to a "tremendous increase" in membership was approved during the December meeting of the National Alliance of Television & Electronic Service Associations in Chicago.

Other actions of the convention included: (1) establishment of a committee to "implement and put into force a definite plan for manpower training and qualification to create an immediate labor pool"; (2) appointment of a committee to work out details of NATESA's seal of acceptance program; (3) a decision to make the group's spring meeting a "floating" meeting with each NATESA affiliate taking a turn as host; (4) choice of "What's New in Television" as the official voice of NATESA; and (5) approval of a plan for consumer education through lectures and talks before various civic groups.

Officers elected during the meeting included Frank J. Moch, president; Bertram Lewis, eastern vice-president; Fred Colton, east central vice-president; Vincent Lutz, west central vice-president; Jack McDowell, secretary general; John Hemack, treasurer; Harold Rhodes, eastern secretary; and W.

A. Rosenberg, west central secretary.

The NATESA seal of acceptance will be awarded set makers for any model which is designed for easy servicing. The manufacturer's general attitude toward service will be a major determining factor in approval, NATESA officials said.

### Who Buys Records

A test campaign to determine the effect increased phonograph sales will have on record sales has been undertaken by the Record Industry Assn. of America. The group seeks to discover what motivates the purchase of record players and records, to what extent new phonographs are used, how many records are purchased in the months following acquisition of the record player and whether sale of an inexpensive player leads to later sale of better reproducing equipment and more records.

A test city will be selected and sales and merchandising activities of cooperating manufacturers will be concentrated in that area for a specified period. A follow up survey among purchasers of phonographs will seek to analyze their subsequent record purchases.

### Ready Monthly Study

Up to the minute data on sales, inventories, merchandise availability, credit conditions and other business facts will be included in a monthly "get your bearings" report to be compiled by NARDA during the coming year.

Participating dealers will submit reports to NARDA by the fifth of each month and will receive regional and national summaries in return by the tenth of the month. General summaries of major changes indicated by the study will be made available to the full NARDA membership and the press on the 25th of each month.

Requirements for participation include membership in NARDA, payment of a \$50 annual fee, and participation in the 1952 "Cost of Doing Business" survey. NARDA chairmen for the monthly report and the costs survey are Tom Carmichael and Ward Davison of Seattle, respectively.

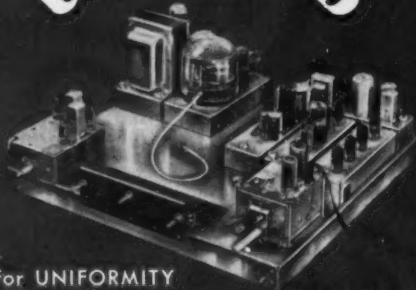
### Set Wiring Program

The ninth annual Adequate Wiring Conference will be held in Chicago's LaSalle Hotel on February 26 and 27.

The two day program will be under the direction of W. R. Milby of the Detroit Edison Co., general chairman for the conference. Tentative plans include a keynote address by A. R. Hines of General Electric. The program includes several speeches, open forums and a series of round table discussions. A "sociability hour" is scheduled for the evening of February 26.



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... an engineering masterpiece  
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The compact chassis consists of a base and 8 plug-in units, each performing its separate and distinct yet perfectly synchronized function, producing picture and tonal quality that defies comparison.

This new and exclusive type of chassis construction provides maintenance of peak quality by individually testing each unit, provides the possibility of modernizing at the lowest possible expense and provides an ease of service unequalled in the television industry.

In addition to the features that have proven to be valuable, such as, models with radio and phono, 4 stages of I. F. amplification, simplified adaptation to U. H. F., variable tone control, front panel adjustment, removable safety glass, luminous dials, and distinctive cabinet designs, SETCHELL CARLSON television contains many more basic *exclusive* features that make it television's best buy.

—*Herm-A-Dome*; (patent applied for) a hi-voltage unit hermetically sealed against humidity and dust, preventing arcing and corona thus prolonging its life.

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## NAED Lays Plans

Appliance committees of the National Assn. of Electrical Distributors held a series of meetings with manufacturers during the Chicago home furnishings and housewares markets last month. On January 7, three major appliance sub-committees met with manufacturers in their field and on January 16 the electric housewares committee held an all day session.

Suggestions for more intensive promotion of low saturation appliances occupied much of the time during the major appliance meetings with dryers, room air conditioners and kitchen cabinets coming in for a major share of discussion by the groups.

The electric housewares committee discussed packaging and labeling, Fair Trade problems and the coming spring gift campaign on electric housewares. Executive director Charles Pyle said that 1953 sales of these products would be four to five percent larger than in 1952.

In discussing the NAED convention in Chicago in May, Pyle said that there is "every possibility" that it will be the largest ever conducted by NAED. He also announced that manufacturers' conference booths this year will be grouped so that housewares and appliance firms occupy one section and supply and apparatus manufacturers occupy a second section.

## Looking Ahead

What problems face the industry in 1953—and how can they be solved?

Unique round-table discussions on these points were the highlights of the first all-industry conference workshop dinner held late last fall by the Inland Empire Electrical League.

Each table was asked to hold a 15 minute discussion and determine the chief problems which would face the appliance trade in 1953. The problems thus uncovered were then listed on a blackboard and then reassigned to the table groups for further discussion. Finally, table chairmen reported on the best method to meet each problem.

Problems presented by the group included: (1) competent and reliable television service and installation; (2) how to inform the public regarding the power shortage so that it would not hurt future sales; (3) how much of a drop-off in white goods sales will television bring and how long will it last; (4) what means can be taken after the first drop-off in sales of TV to maintain volume; (5) will television competition require a return to door-to-door selling of appliances; (6) price cutting and back-door selling; (7) will the supply of parts and service be sufficient.

## Sew and Save

Promotional material enabling dealers to tie in with National Sew and Save Week (February 21-28) is available from three sewing machine manufacturers as well as from the National Needlecraft Bureau, sponsors of the event.

The "week" is designed to promote greater sales of fabrics, patterns, notions and sewing machines. Manufacturers offering promotional help include Bell Portable, Pfaff and Singer. Posters, counter cards, mats and publicity material are available from the Bureau, 385 Fifth Ave., New York 16.

A window display contest has been split into four classifications: large and small department stores, independent variety and chain stores.

## City by City

● **Denver.** The Denver Television and Appliance Dealers Association has drawn up a four-point program designed to correct what the group describes as ridiculous situations at both the wholesale and retail levels of the appliance industry. Primary aims of the group are (1) to instill public confidence, (2) to curtail movement of inferior merchandise into the Denver market, (3) to channel appliance-TV sales through authorized sales outlets, and (4) to secure the cooperation of distributors in franchising only dealers who meet association standards.

● **Toledo.** A new group has been organized, known as the Toledo Retail Appliance Dealers Association. Initial objective of the group will be to police and improve the appliance business at the retail level in the Toledo area. E. H. Irwin has been named president, C. D. McMullin, vice president, and J. E. Center, secretary-treasurer. The group is affiliated with the National Appliance and Radio-TV Dealers Association of Chicago.

● **New Orleans.** J. R. Guidroz has been elected and installed as president of the Electrical Association of New Orleans, Inc. Other officers elected included George D. Sims, executive vice president; W. E. Clement, director of publicity; E. H. Mowen, secretary, and I. W. Tufts, treasurer.

● **Philadelphia.** J. B. Harris, Jr., has been elected president of the Electrical Association of Philadelphia. Other new officers of the association include, William E. Rubert, vice president; Philip H. Ward, Jr., treasurer; and Robert J. Moran, secretary.

● **Inland Empire.** The Inland Empire Electrical League of Spokane, Washington, has announced the election of new officers for its second year of existence. Maage LaCounte, was elected and installed as new president at a meeting of the new and retiring board of directors. The other new officers are: Lloyd Distad, vice president; V. E. McCain, treasurer (re-elected); Frank Tool, secretary (re-elected); and Robert L. Wilkinson who remains as managing director.

● **Kansas City.** C. P. Haas was elected president of the Electric Association of Kansas City at the Association's 41st annual Christmas party in mid-December. C. M. Anderson was re-elected secretary-treasurer of the association at the same meeting, and nine vice presidents were named to act as officers of the various divisions within the association.

## MERCHANDISING SUPPLEMENT



CUT delivery time. SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

\*14" Web strap fastens appliances tight with the patented (30 second action) strap ratchet — a Yeats exclusive.

\*Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.  
MILWAUKEE 5, WIS.

**HAND TRUCKS** for Safe & Easy handling of RANGES, REFRIGERATORS, DEEP FREEZERS AND AIR CONDITIONING UNITS. RADIO & TELEVISION. SELF-LIFTING PIANO TRUCK CO. FINDLAY, OHIO

### SEARCHLIGHT SECTION

REPLIES (Box No.): Address to office nearest you  
NEW YORK: 330 W. 42nd St. (36)  
CHICAGO: 520 N. Michigan Ave. (11)  
SAN FRANCISCO: 68 Post St. (4)

### BUSINESS OPPORTUNITY

As a Wholesale Distributor we have an excellent business opportunity consisting of a Frigidaire Appliance Franchise available for some live wire merchandiser who can develop an outside selling organization. This city is located in the Southwest and has a trade area of approximately 250,000 people. At the present time there are only two other accounts in town. Please give us your business experience and financial condition in your first letter. BO-6524, Electrical Merchandising.

### WANTED

### Manufacturer's Representatives FOR ELECTRICAL POWER AND LIGHT TRANSFORMER LINE

Recently expanded production facilities enable us to accept applications for several choice territories. Exclusive assignment will be made to qualified representatives thoroughly acquainted in the electrical jobber and contractor field.

We are a fast growing, well established organization, manufacturing a complete, competitively priced line of light and power transformers. From 3 to 150 KVA. Prompt deliveries, lucrative commissions and full factory cooperation is assured. Inquiries invited from aggressive sales organizations in handling related lines. Give full details in first letter. All replies confidential.

RW-6641, Electrical Merchandising  
520 N. Michigan Ave., Chicago 11, Ill.

### New STOCK TANK DE-ICER

IT'S A FAST SELLER • BIG PROFIT MAKER! . . .



It's easy to sell this automatic thermostatic controlled 600-watt de-icer. All parts are replaceable by the user.

Standard trade discounts and cooperative dealer advertising.

Write TODAY for catalog sheet and prices  
• **Rhinehart** 1141 POLK STREET  
FORT WAYNE, IND.

### MOTOR EXCHANGE SERVICE

Your burnt out vacuum cleaner motors completely rebuilt guaranteed one year.

Your cost \$8.50 G. E. tank motor \$9.50  
1000 Rebuilt vacuum cleaners \$9.50 up.

Rebuilt Tank Vacuums \$19.50 Up  
DEALERS' VACUUM CLEANER CO.  
140 Nostrand Ave. Brooklyn 5, N. Y.  
TR 5-5092

### Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

**KASSON Roto-Sho** ELECTRIC TURNTABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!

Carrying up to 300 lbs. Lights turn with table. We also produce mid-range fractional H.P. electric motors, electric motors and Christmas Tree turners. 24 hour delivery from stock.  
**GENERAL DIE AND STAMPING CO.**  
Integrity Since 1919  
Dept. 65, 267 Mott St. New York 12, N. Y.

### CURE guying troubles with GUY-TITE!

**GUY-TITE Roof Bracket**  
**GUY-TITE Ground Stake**  
The easy way to anchor and keep guy wires taut!

Why use a bracket and turn-buckle when GUY-TITE does both jobs? Guaranteed NO SAG, NO SLACK. When you use GUY-TITE Roof Brackets or GUY-TITE Ground stakes to anchor and tighten guy wires, just turn head of bolt with wrench until desired tension is obtained — then tighten nut. THERE'S NO SLIP-PAGE, NO PULLING OR STRAINING. Tension on guys can be adjusted whenever desired. Constructed of 1-5/16" O.D. pipe, over 1/2" thick, with 1/2" steel bolt tensioner and nut. Hole in bolt will take up to and including 1/2" wire or wire rope. Three holes in channel and for securing to roof top. Ground stake model 30" long, seats firmly in any kind of soil. U. S. Marine specifications since chrome plate prime dipped with high gloss minimum finish. Prices: Ground stakes, \$1.85 each, \$19.95 per dozen, \$148.00 per hundred. Roof brackets, \$1.25 each, \$12.50 per dozen, \$100.00 per hundred. FOB Macon, Ga. Shipping weight per 100, Ground stakes, 300 lb.; brackets, 100 lb. Send remittance in bill with order. Write for quantity prices.

**GUY-TITE SALES COMPANY**  
703 Dixon St., Gulfport,  
St. Petersburg, Fla.

### Roll 'em with ROLL-OR-KARI DUAL TRUCKS

The safe, easy and quick way to handle appliances. Patented Step-On Lift—Folding handles. Cap. 1,000 lbs. Ship. wt. 45 lbs.

REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end.

Write Dept. B  
**ROLL-OR-KARI CO.**  
Manufacturers ZUMBROTA, MINNESOTA

### MEND-IT SLEEVE

Permanently repairs broken cords in electric appliances and industrial equipment. Applies appliance cord, auto and truck ignition wire and all similar uses. Made in 5 sizes.

Time-Tested Successful Economical  
Write for Catalog  
**MEND-IT SLEEVE MFG. CO.**  
136 Bonita Av., Piedmont 11, Calif.

## The Chicago Markets



**J**ANUARY is the traditional time for stocktaking and reappraisal in the appliance-radio-TV industry. This January was no exception and the traditional place, as usual, was in Chicago. Here, at the home furnishings markets, the top manufacturer, the cream of the distributors and the important retailers of the country gathered. They know what happened in the year they have just lived through; they want to know what is going to happen in the year that lies before them.

The memories and hangovers of the past two years are all too vivid. Uncertainty, hesitation, and what might be described as a mass inferiority complex afflicted the industry. Despite a boom economy, bolstered by the twin pillars of record defense expenditures and capital-goods expansion, the consumer durable-goods business was in the doldrums. All the traditional elements for prosperity were in evidence: high employment, high incomes, and high savings. In addition from a purely industry standpoint, some 17-million new customers had been added to the lines since the war, home building continued at a feverish million-unit-a-year clip, and the need for our products had been amply demonstrated. Actually, despite our wails about the state of business, millions of television sets, radios and appliances were bought—not quite as many as in the previous years, but far surpassing records of prewar years.

**P**ERHAPS a change in the political complexion of the country has had a stimulating effect on business generally. At any rate, if the markets in Chicago may be taken as any criterion, there is a new look in our business today. The crying towels have been stashed away and the feeling is rampant that, in Roosevelt's phrase, "We have nothing to fear but fear itself." This is a year in which, to borrow another famous phrase, the industry has decided: "Make no little plans." In fact, this may truly be said to be the year in which no little plans are being made. We have commented previously about the fact that from a manufacturing and distribution standpoint the battle of the giants is entering its first stage in the appliance, radio, and TV industry. In Chicago, rumor succeeded rumor concerning the eventual realignment of manufacturing units. Many of these rumors, it is true, were unfounded. Yet they provided a natural flavor to the customary proceedings of the market year. Talk of deals and mergers flew thick and fast; both manufacturers and distributors conferred endlessly; and buying went on at a steady, if cautious pace.

Two massive buildings, the Furniture Mart and the Merchandise Mart, played host to the thousands of home furnishings and appliance men. They were aware, this year, that new things were in the wind—new products, new advertising and merchandising programs. And even changes in distributive patterns. In addition, a massive display of electric housewares dominated Navy Pier. Yet Chicago was host to more than even these three giant shows. The top-flight dealers of the country met at the NARDA annual convention and the nation's home builders got together in the same month to exhibit their wares at the Builders' Show.

**B**UT the lines are fairly well drawn. The year ahead shapes up as one of tough competition in high places as well as at the retail level. Manufacturers, as we have suggested, are making no small plans—bigger factories are being built; production increases have gone beyond even the planning stage; so-called "post-war designs" are finally materializing, and distribution problems are now being studied with more than the usual attention.

The whole thing adds up. The industry is coming of age. The weaknesses, the hesitations, and the inferiorities that characterized much post-war merchandising has given way to a new feeling of strength and of confidence. We are flexing our productive, merchandising, and distributive muscles. We know our goods are wanted and are being bought. We can look forward to many a knock-down, drag-out fight, but the future is bright and the goal worth the strife.

At the risk of being repetitious, however, we should like to point out once more that nothing yet has taken the place of creative selling in this industry. In the battle of production and distribution shaping up, the gimmick of price alone is not going to supply the answer. We have the market, we have the products, and we have the distribution; all we need is a revival of those dormant sales skills for which we were once famous. In the productive sense, we are making no little plans. In the distributive sense, on the other hand, the paucity of our imagination is all too evident. Once we sold a need; now we sell a price.

The year ahead, 1953, is going to be a year of decision in more ways than one. Let's make up our minds: Have we the imagination to match our inventive and productive skills with a comparable selling skill? In selling, as in production, let's "make no little plans" . . .

*Laurence Wray* →

EDITOR

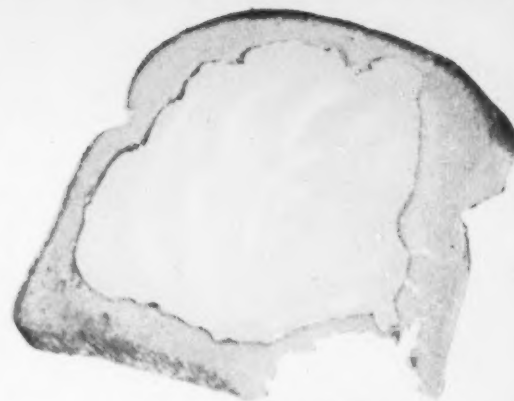


# Enjoy a bigger bite of the bread and butter

For years the wringer-washer has been the bread and butter of the home laundry trade. And there's every reason to believe that it will continue to be for many more years. Last year, one half of the washers sold were wringer-equipped. More than 1½ million housewives chose wringer-washers because they offer advantages no other washer can.

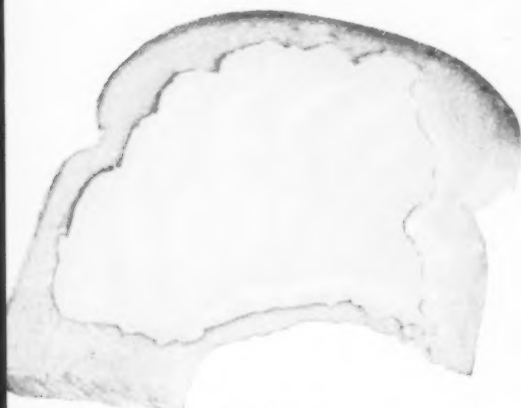
A big factor in a woman's choice of washers is the wringer — especially if it's a Lovell wringer. Women know the name Lovell, so point out the trade-mark to every customer. And for a *bigger* bite of the bread and butter, get your teeth into Lovell's seven big sales points right now!

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER . . . THE BEST ARE LOVELL-EQUIPPED



## 1. LOW COST!

The price tag's smaller on a washer equipped with a Lovell wringer. You also save on soap, hot water, electricity and repairs.



## 2. FAST!

No long washing and rinsing cycle to wait for. Quick push or pull swings the Lovell "77" or "62" Instinctive wringer to the next operating position. No groping for a position-lock lever.



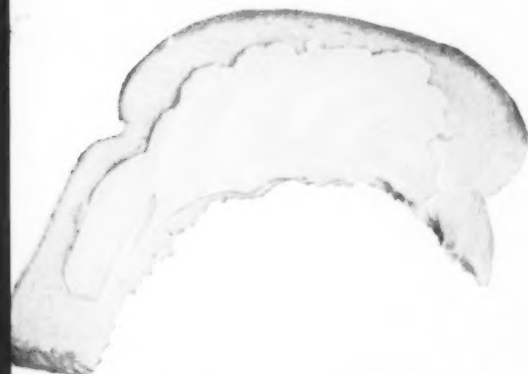
## 3. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't break buttons or jam zippers.



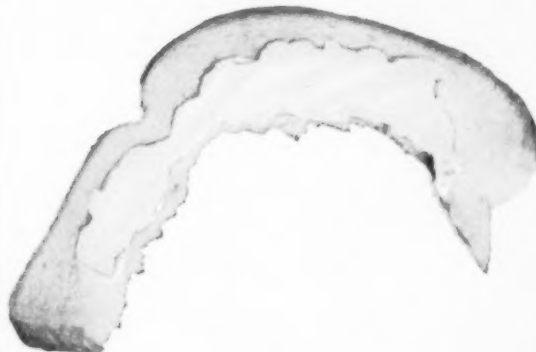
## 4. SAFE!

Lovell Instinctive wringers give *automatic safety*! A gentle pull on clothes, or a push on frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77".



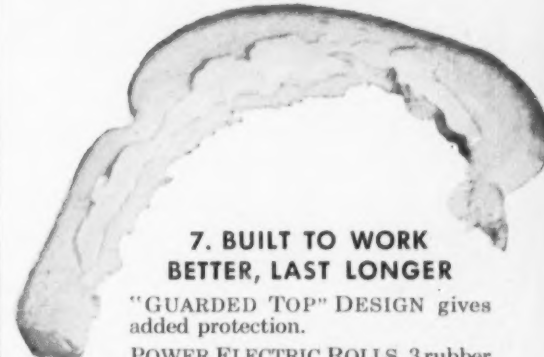
## 5. DOES HEAVY LIFTING!

A Lovell wringer takes a lot of work off a housewife's hands. Its conveyor action does 90% of the heavy lifting. No more worries about washday backaches.



## 6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.



## 7. BUILT TO WORK BETTER, LAST LONGER

"GUARDED TOP" DESIGN gives added protection.

POWER ELECTRIC ROLLS. 3 rubber layers give right cleansing pressure.

HARDWOOD BEARINGS never need oiling, won't stain wash.

SINGLE LEAF SPRING gives balanced pressure.

ALL-STEEL H-TYPE FRAME prevents twisting or breaking.

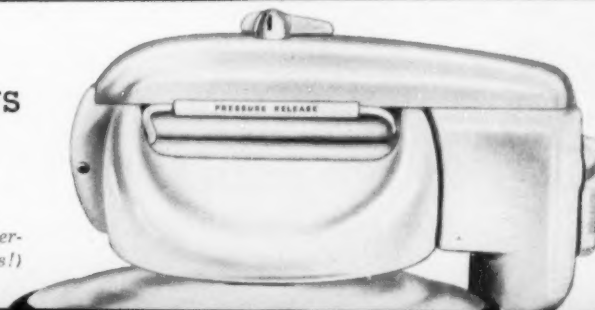


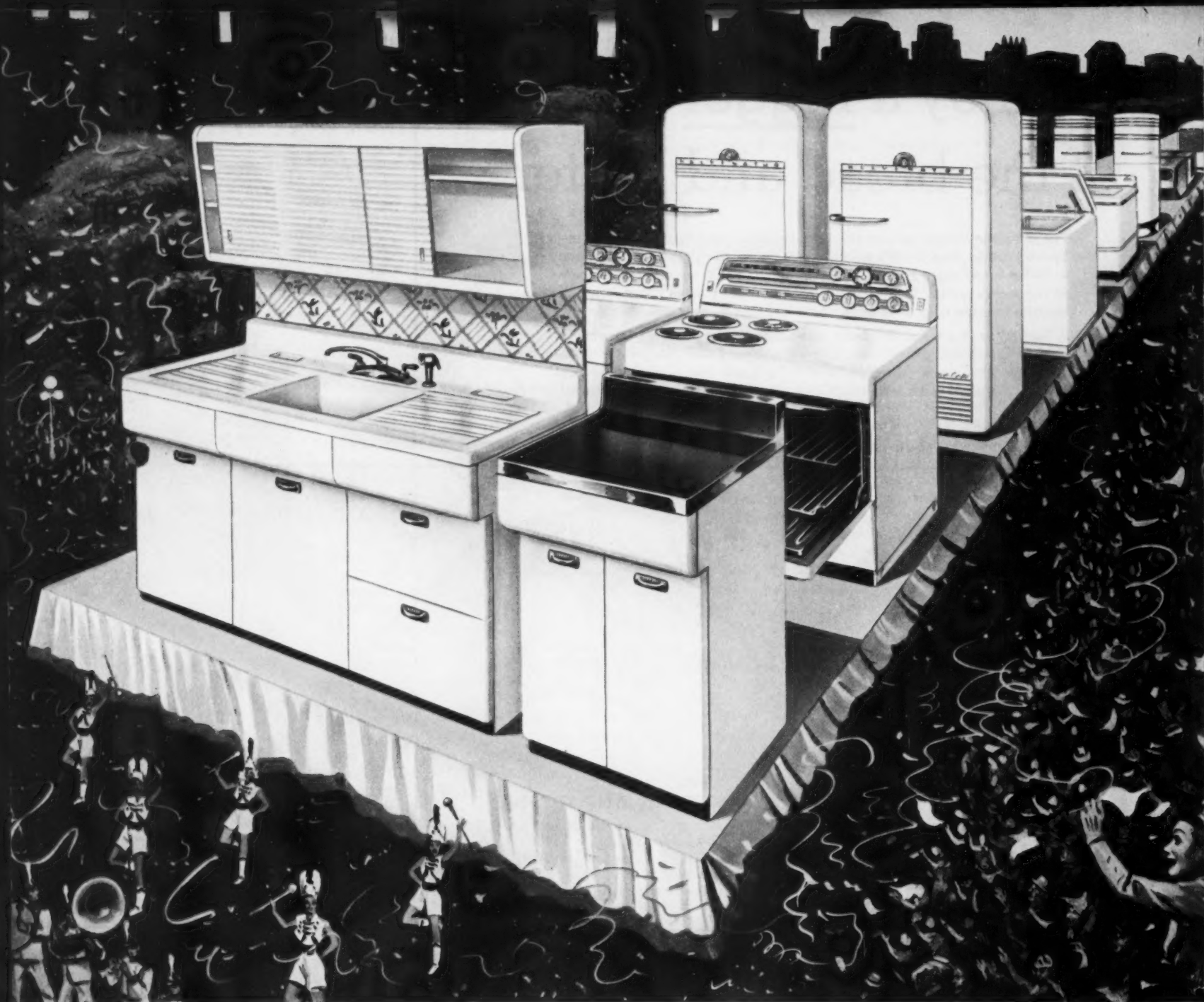
Pressure Cleansing Wringers

LOVELL MFG. CO. • ERIE, PA.

Also makers of the Lovell gas and electric Drying System

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer — and that the combination costs less than she thinks!)





## Now! The Kelvinator Parade Features Kitchen Cabinets and Sinks!

**H**ERE THEY ARE—the most kitchen-glorifying cabinets and sinks on the market! A complete new line! A completely flexible line, with the right sizes, features, and accessories to make any kitchen a *show kitchen*!

Here are products—and a theme—that tie right in with the booming “Do It Yourself” trend among American homemakers. For Kelvinator cabinets can be *installed* by the customer, with great savings in money!

Whether it's an old home being remodeled, a new home being built, or simply the addition of a cabinet, Kelvinator cabinets and

sinks offer the retailer an opportunity to attract more customers, to increase store traffic, and to make sales of more Kelvinator products up and down the line.

Furthermore, this is only *one* among many opportunities offered to retailers this year with a greatly expanded Kelvinator line. All these new Kelvinator products, plus the Franchise that assures progress and opportunity, mean better business for Kelvinator retailers everywhere! If you would like the complete Kelvinator story as it applies to you, we'll be glad to give you the facts . . . *in confidence*.

JOIN THE **Kelvinator** PARADE TO BETTER BUSINESS!

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan



REFRIGERATORS · RANGES · FREEZERS · HOME LAUNDRY EQUIPMENT · WATER HEATERS · DEHUMIDIFIERS · KITCHEN CABINETS · SINKS · “ELECTRO-DRAIN” GARBAGE DISPOSERS · ROOM AIR CONDITIONERS